

ELECTRICAL MERCHANDISING WEEK

APRIL 11, 1960

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SERVING THE APPLIANCE • RADIO • TELEVISION AND HOUSEWARES INDUSTRIES

Korvette Gets a Price On a Credit Plan

The big New York-based chain proved it knew how to buy as well as sell "at a price" when it arranged a special deal on membership in the Chase Manhattan credit card plan. *see page 3*

It's Here Again: Another Free Mat Service

We were almost overwhelmed with your response to our first offer of free ad mats. Now, in time for spring selling, here's a new set of hard-working mats. *see page 32*

G-E Puts a Show On the Road

The company has stocked a fancy truck with its housewares and will visit 130 small and middle-sized towns with it. *see page 4*

4 HOUSEWARES SPECIALS

1. They Look Like Supermarkets

... and they've applied supermarket techniques to selling housewares. *see page 26*

2. Here's How To Close A Can Opener Sale

... with punch lines contributed by the men who make 'em. *see page 28*

3. His Servicemen Do the Selling

... and it accounts for the bulk of this dealer's housewares business. *see page 37*

4. Make a Business Out of Housewares

... and watch how it pays off with sales, says this New Mexico dealer. *see page 30*

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IN THIS ISSUE **SPECIAL
REPORT ON ELECTRIC
HOUSEWARES** INCLUDING
THE FIRST COMPLETE ANSWER
TO THE MOST FREQUENTLY
ASKED QUESTION
IN THE INDUSTRY TODAY...

CAN THE JAPANESE INVADE THE ELECTRIC HOUSEWARES INDUSTRY?

**SPECIAL REPORT
BEGINS ON PAGE 15**

APPLIANCE DISPLAY, JAPANESE STYLE is not too different from what you see every day in the United States. There are glamorous exhibits maintained by manufacturers — and there are merchandise filled shops where the display spills over into the street and "haggling" is the way of life. For the full story of just how Japanese business resembles ours — and how it's different — turn to page 15

REGIONAL ROUND-UP:

Where spring broke through, it brought dealer smiles. But business was spotty, according to EM Week's exclusive regional survey.

EAST . . . BUFFALO—The golden '60's have been a little tarnished as far as electrical appliance sales are concerned in this area.

"All the economists told us about the golden '60's and what we could expect," pointed out one dealer somewhat wistfully, "and now we find that . . . well . . . it hasn't been that way."

And the same dealer may have put his finger on at least part of the reason for disappointment: "Maybe we expected too much."

Dealers and distributors reported sales for the first quarter of the year were about the same as the first quarter of 1959. The money was not rolling in.

"Right now," explained one distributor, "nothing is going exceptionally well, but it isn't really bad, either."

And transistor radios, both American and Japanese makes, were at the head of that "not really bad" category. Dealers consistently reported that the transistors were clearing their shelves more rapidly than any other item. Close behind were television sets. And stereo equipment was proving "quite active."

Laundry equipment was moving "pretty good," but refrigerators were slow and freezers were "just about dead" except for specials. Ranges, too, were pretty slow in moving out of the stores.

With ice still clogging Lake Ontario and the harbor, you get only a laugh if you mention air conditioners. It will be June

before they show any action, dealers insist.

MIDWEST . . . SIOUX FALLS—Appliance dealers in this predominantly agricultural area were sitting out a stalemate with old man weather. Scattered crop failure in 1959 was reflected in the retailing of all wares.

Business was worsened by back-door sales by all but one distributor, according to L. H. Moratza, Graham Goodyear.

But TV sales were looking up. The reason: A TV station will begin broadcasting color in June. TV resales on the other hand, were only "fair."

When asked if the '60's would soar or not, dealers were unanimous in their answer—"wait and see."

SOUTH . . . NEW ORLEANS—Prolonged cold and rainy weather has slowed the local construction boom to a crawl. Resulting short work weeks and slim pay checks among construction workers were being blamed by appliance dealers for the current sag in sales.

Barto's reported sales off 10% or more with TV suffering most. Kirschman's said sales were spotty, off at least 10%. Lipscomb's reported sales were going "all right" but not up to par. Inventories have remained in fairly good shape, the dealers reported.

One bright spot in the muddy picture: people were buying air conditioners in preparation for

a hot summer. And dealers were keeping a weather eye out and hoping to hear the ring of hammers under sunny skies. Ringing cash registers will follow, they believe.

SOUTHWEST . . . DALLAS—"After January, there was no way for sales to go but up," a dealer said. But he was wrong. February was a real dog.

"Things are looking up now, though," grinned Graybar's Pat Kissel. "And we expect the rest of the year will be good."

Others agreed. "There was a definite change in the picture when the weather broke about the middle of March," commented the district manager for a major manufacturer. "It has made us very optimistic about the rest of the year."

Employment is up in the area, and new customers keep moving in. The Texas Municipal League reported last month that the three fastest growing cities in Texas are Dallas suburbs.

Laundry equipment, in the middle price range, is moving best. Refrigerators are next, and one chain reported that its best seller is now a \$199.95 model. "People have less money and they're settling for fewer features," is the belief.

Air conditioner sales are expected to be good. Most popular model: 110-volt.

WEST COAST . . . SAN FRANCISCO-OAKLAND—As almost always, the appliance-TV busi-

ness in one of these adjacent cities was up while it was down in the other. Volume in Oakland took a dive three weeks ago, after dealers enjoyed a good January-February period. Instead of slowing down in seasonal pattern, TV-hi-fi slumped. White goods, particularly refrigeration, slipped as much as 25% below the February level.

"This will be corrected in late April when the workers get their tax refund checks and the others get over the blow of making payments," one Berkeley dealer contended.

In San Francisco, however, late March appliance-TV business was running well above the January-February level. It means a good spring one key dealer believed, because the upswing came before the construction workers were back at full force.

Distributors reported signs of optimism among dealers buying goods to fill inventories depleted before the personal property assessment.

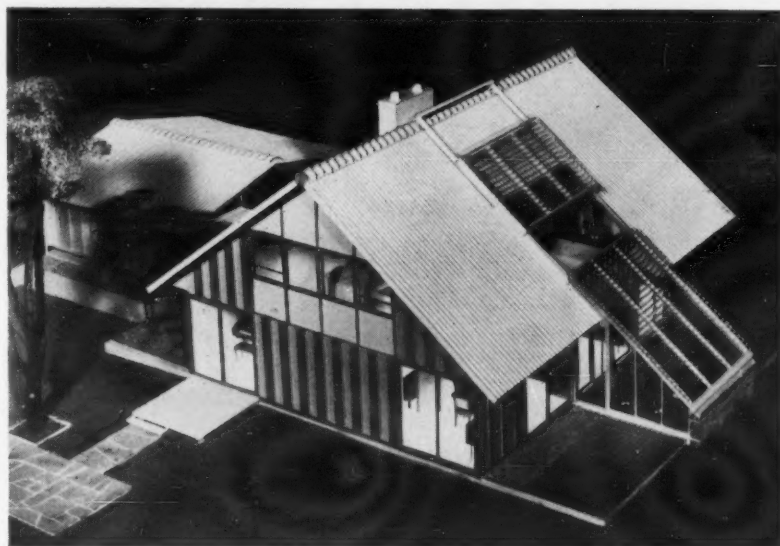
Only hurdles to a steady, profitable year, according to one key San Francisco dealer: the recent announcement of low-end, low margin leaders, added to 1960 white goods lines while dealers were doing nicely with the better-margin goods originally introduced; and the recent upsurge in transshipping, mostly from Los Angeles, caused by so many dealers overbuying to make quotas for manufacturers' sales contests.

BUSINESS BRIEFS

● With an eye on more space, Motorola will probably invest \$10 million this year for additional plant facilities, according to Edwin P. Vanderwicken, vice president for finance. Motorola is completing a new engineering and administration building in Franklin Park, Ill., and is drawing plans for a possible 200,000-sq.-ft. addition to its semiconductor facilities in Phoenix, Ariz.

● As expected, Sunbeam Corp. stockholders approved the acquisition of the John Oster Manufacturing Co. at a special meeting in Chicago last week. There were 2,748,714 votes in favor, 9,497 votes against. That represents 88.4% of the outstanding shares.

● One of Zenith's pet projects, pay-TV may be one hurdle away from reality. The hurdle: FCC, which must give its approval before Zenith and RKO General, Inc., a broadcasting company, can go ahead with plans for a three-year test of pay-TV in Hartford, Conn. Under the plan, RKO General will broadcast over WHCT, which it is buying for a few hours each day. Subscribers will be able to pay for "major box office features."



Research House in Miniature

SCALE MODEL of the Ferro porcelain enamel research house furnishes peek at the future. Work on the real house will be completed by 20 companies sometime next month. Model house is being built in a suburban community near Cleveland to test latest ideas in residential construction. Roof, all exterior walls, all interior walls in the kitchen, bathroom and utility areas will be finished in porcelain enamel. Companies plan to explore methods of adapting residential housing components for mass production techniques. Among the participants were: American Standard's Youngstown Kitchens Division; East Ohio Gas Co.; General Electric Co.; Nutone, Inc.; Ohio Edison Co.; U. S. Steel Corp. and Whirlpool Corp., which supplied such items as kitchen cabinets, natural gas, electrical wiring, exhaust fans, electricity, and appliances for this proving ground for revolutionary home developments.

THIS WEEK'S COLOR TV

MONDAY (All Times E.S.T.)
6:30 A.M. (NBC) Continental Classroom (Monday-Thursday)
11 A.M. (NBC) The Price Is Right (Monday-Friday)
12:30 P.M. (NBC) It Could Be You (Monday-Friday)
10 P.M. (NBC) Steve Allen

TUESDAY
8:30 P.M. (NBC) Ford Startime
9:30 P.M. (NBC) Arthur Murray

WEDNESDAY
8:30 P.M. (NBC) The Price Is Right
9 P.M. (NBC) Perry Como

THURSDAY
9:30 P.M. (NBC) Tenn. Ernie Ford

FRIDAY
8:30 P.M. (NBC) Jerry Lewis
9:30 P.M. (NBC) Masquerade Party

SATURDAY
10 A.M. (NBC) Howdy Doody
10:30 A.M. (NBC) Ruff & Reddy
7:30 P.M. (NBC) Bonanza
8:30 P.M. (NBC) Star Parade
9:30 P.M. (NBC) World Wide 60

SUNDAY
11 A.M. (NBC) Easter Mass
9 P.M. (NBC) Chevy Show

Korvette Takes on CMCP And Plans to Run With It

Discount chain breaks "rules" by adding charge plan in all its New York State stores

It didn't figure to happen. But it did.

A large discount chain has joined one of the bank credit card charge plans.

Most experts figured that the 6% service charge by banks would preclude any arrangements with such a margin-conscious operation. Probably, it still would. But the E. J. Korvette Inc., Chase Manhattan bank deal is something special.

Although no one was talking about the actual charge, it clearly wasn't 6%.

"Our volume warrants special consideration," explained Bernard Waltzer, Korvette vice president.

The deal blossomed quickly. After some preliminary checking, Korvette officials called on Clinton W. Schwer, Chase Manhattan vice president in charge of the Chase Manhattan charge plan, early in March. Arrangements were concluded by the middle of March and the plan was announced in a "New York Times" advertisement on April 3. CMCP was now in effect in all Korvette's New York State stores. And it was clear that everyone expected to live happily ever after.

In fact, Korvette hopes to extend the charge plan to its stores in Connecticut, New Jersey and Pennsylvania. But there's no timetable.

And there'll be no price increases passed on to consumers. Waltzer was emphatic about this. "The plan will not affect our prices in the least," he said.

Schwer acknowledged that Korvette's arrangements with the bank were "a little different."

But he pointed out that the flat 6% charge didn't necessarily hold true in all cases.

"A firm can get a refund based on the average transaction," he explained.

If the average transaction runs between \$35 and \$50, the charge is reduced to 3%, according to Schwer. If the transaction runs between \$50 and \$100, then Chase Manhattan throws in an extra ½%. And if it runs over \$100, another ½% will be lopped off the charge.

"So you see," Schwer said, "it can go down as far as 2%. Korvette's arrangement is a little different, though. That is based on volume."

At Chase, the added volume may start the wheels turning, too. The bank's plan is not in the black for 1960, according to Schwer, who has predicted that CMCP would show a profit for the year.

Right now Chase Manhattan is setting up to handle the anticipated Korvette business.

"We would not welcome another large company (such as Masters) right away," explained Schwer. "We will need time to shake down the Korvette operation. You need a setup to handle that volume."



PRESENTING AWARD for Hess Brothers, Wanbe Holben, right, congratulates Robert Wilson, center, general manager of Acco power products division, and sales manager C. A. Sheara for company victory in general products section.

Versatility? Use? Hess Decides...

And the decision went to the outboard mower, selected from some 8,000 worldwide entries for the grand prize in the general products category. The elaborately named contest: Hess Brothers' Versatility in Design and Use awards contest.

The outboard mower enables a consumer to cut grass or chuck the whole business and go boating. The air-cooled gasoline engine works impartially for either purpose. The combination package of engine, matching lawn mower and outboard assemblies can be converted into an

outboard trolling motor in a few minutes by disconnecting the engine from the lawn mower shell and connecting it to a standard propeller assembly. A screwdriver and a wrench are all the tools needed to do the job.

Other winners were: Whirlpool Corp., special citation for its RCA Whirlpool vacuum cleaner; Columbia for its transistor convertible cordless table radio; RCA Victor, a special citation for its TV set (the Hillsborough) which hides away in a living room table when not in use.

Sylvania Shows 19-in. TV Model, Remote Control, 17-in. Duallette

Race for 19-in. TV dominance quickens with new entry shown dealers and distributors by Sylvania electric products

Sylvania has jumped into the 19-inch TV race with a table model in three flavors, all listing at \$199.95. Distributors and key dealers saw the short, interim line last week at New York's Waldorf-Astoria one month off the pace set by Admiral which was first with the heralded 19's (EM Week, Mar. 7). More brands are expected to show 19's well before traditional home market time.

Sylvania, which started the industry into the current square tube trend last June, is going across the board with the square 23-inch tube, ceasing all production of conventional 21's. That dramatic move got much of the credit for pushing Sylvania's share of market to 280,000 units in 1959.

Introduction of the 19, however, does not push 17-inch sets out of the Sylvania line, as it did in the case of Admiral. Sylvania kept its 17-inch Duallette portable as a low-end leader and showed a new remote model control version of it. The two-function (on-off and channel change) remote model is a \$40 stepup and brings a list of \$229.95.

Sylvania's 19-inch tube is of the

bonded shield type, which means that the safety glass has been glued permanently to the face of the tube. Admiral's 19 is non-bonded, which means that it sits conventionally behind a safety panel. The 19's have the same height and width as conventional 17's, but the corners are squared off, increasing viewing area from 155 sq. in. to 174 (EM Week, Jan. 4).

Robert L. Shaw, president of Sylvania's Home Electronics Corp. said that his "Safety Screen 19" tube has a new reflection-free feature. The tube has been "prismatically etched" to trap and diffuse outside light or room lamp reflection, and "virtually eliminates" such ambient interference.

Sylvania's offering furthers pre-season speculation that the 19-inch set would bring a rebirth of the table model category of the TV mix. The stress is not on portability (Admiral's 19-inch line started with portables at \$169), but on furniture styling to fit the living room. The table units can be turned into console sets by addition of four optional legs, and include an Early American style in cherry grain pressed wood and a contemporary model in blonde or walnut grains.

Shipments begin immediately. All markets will have the sets by May 1, Shaw stated. National promotion in April and May will use page ads in "Life" and the "Post."

In Chicago, Buyers Wondered, Which Show Should I Hit First?

There were three of them in the Windy City last week—one at Navy Pier and two at the Morrison Hotel

Most buyers solved the puzzler by lingering at the National Premium Buyers Exposition, entrenched at Navy Pier. Then they took a quick look at the National Toy Show and the National Super Market Non-Food Exhibit, both crammed into a single floor at the Morrison.

The big names were all at Navy Pier—Westinghouse, General Electric, Sunbeam, RCA and plenty more, with everyone shooting for a fatter share of the booming premium field.

The premium show is aimed at the men who buy for trading stamp companies, catalog houses and companies—cereal firms are a perfect example—which offer premiums to their customers. The premiums these companies buy range from cheap plastic toys and sleazy looking knick-knacks to name-brand housewares and television. Philco even displayed one of its high-end, automatic washers.

Japanese products, oddly enough, were scarce at Navy Pier. There were some medium-priced cameras, a few gaudy-but-cheap-looking sewing machines and one or two

inexpensive portable radios, but that's all. Last winter's Independent Housewares Exhibit, by contrast, drew 80 importers of Japanese goods.

Over at the Morrison the pace was slower and the crowds slimmer. The toy show and the non-food exhibit, combined, failed to attract more than 100 exhibitors and the aisles weren't exactly thronged with buyers. One manufacturer, offering a line of plastic novelties, moaned, "I made one sale yesterday and today I haven't even talked to anybody."

Not a single appliance manufacturer displayed at the non-food exhibit, although promoter Monroe Passis said he invited them all. Passis believes supermarkets eventually will expand their non-food departments to include major appliances and television. If his Chicago show was a fair barometer, though, that's one worry appliance dealers won't have to face.

The toy show was a pallid thing compared to last winter's New York exhibit. Exhibitors at the Morrison mainly displayed inexpensive novelties. Some of the biggest companies—Gilbert and Lionel, among others—were set up at Navy Pier where the crowds were thicker and the orders fatter.



INSIDE THE DEALERAMA Willard H. Sahloff, vice president and general manager of General Electric's housewares division tries his hand at a demo.

G-E's Giving Plenty of Truck To Small, Middle-Sized Towns

The truck in this case is a "Dealerama," which will carry G-E's full housewares line to dealers across the U.S.

Unveiled in New York last Friday, the retail road show will make its pilot swing through the southeast in May. Included in the stops: 130 towns of up to 25,000 population in 12 states.

"The dealerama was designed to create a favorable image of our company, our business, the quality of our products, the completeness of our line and the value of our products to the retailers' business," M. M. Masterpool, advertising manager of G-E's housewares division, said.

Other aims, according to Masterpool: "To resell and revive the activity of retailers who have handled or now handle our products in these markets, and to interest other retailers who can effectively give us added distribution."

The dealerama is built into a trailer 45 feet long, 11½ feet high and 8 feet wide. Weight: 11 tons. The display includes everything the divi-

sion's four departments put out. You'll find portable appliances, clocks, vacuum cleaners, automatic blankets, fans and a whole raft of other products.

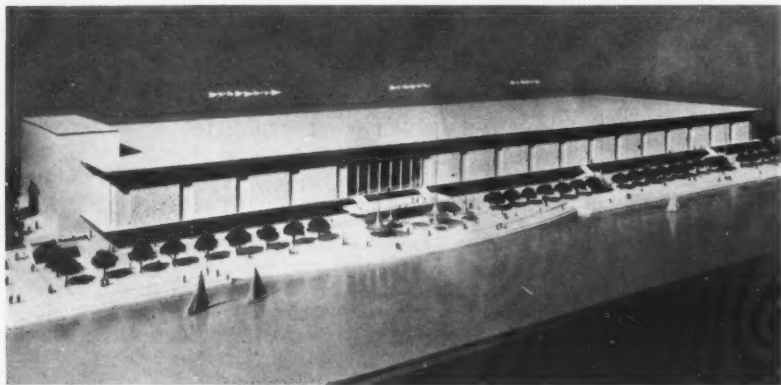
Some of the displays are set up for demonstrations. For instance, there's a compact kitchen area where you'll see portable appliances in operation. And there's even room to show movies.

What's more, the trailer is equipped with all-weather conditioning units to give both heat and air conditioning.

Manpower for the dealerama's "runs" will come from the division's headquarters in Bridgeport, Conn. Two men with special training will drive and maintain the equipment plus making dealer presentations.

Any advance work will be done by divisional field organizations, which will set sites for the dealerama in each town and invite and schedule visits for local retailers.

Current plans are to keep the show on the road for 10 months each year. The other two months will be spent renovating equipment and bringing the appliance displays up-to-date.



National Housewares Exhibit Has New Home

QUITE A LAYOUT, too. This scale model shows lake view of Chicago's new exposition hall, selected for the 1961 winter NHMA show. More than 900 feet long and almost 350 feet wide, the exhibit floor level will house all the housewares displays from Jan. 16-20, 1961.

NRMA Speakers Hit at 'Outdated' Retailing Rules

Again and again in New York last week they told home furnishings retailers realistic reform was necessary

"We can play the game and play it profitably," was, in effect, what most of the panels and speeches at NRMA's sixth Annual Home Furnishings Conference boiled down to. "But only if we update the rulebook a little," the over 400 attending retailers were told.

Take markup, for instance, Fred H. Dilg, merchandise manager-home furnishings, Montgomery Ward and Co., Chicago, suggested to his listeners.

"We are thinking of markup in the historic sense of the word—a percentage difference between the cost of the goods and the selling price."

"In factual terms, markup is going to have to be called by another name—something that represents dollars left over after paying the expenses," Dilg asserted.

He went on to explain how marketing methods have changed over the past years. The "ball" for creating demand has been taken out of the retailer's hands. "And he is either playing a far less significant role—or in many cases, unfortunately, sitting on the bench," Dilg went on.

Home furnishings retailing was Dilg's main target. It has, for the most part, "stood still" since before World War II, he said.

And there's been a general decline in the professional standards of retail salesmanship, he pointed out. All of which brings us back to his main point:

Professional salesmanship and a number of other allied and almost extinct retailing relics were primary factors in producing "markup" as we have known it. Since they have either disappeared or changed radically, markup must change.

How? Through accounting methods. The old retail method of accounting and control "has resulted in unimaginative markup formulas," Dilg said. "It was a slide-rule formula for 'safe' merchandising. It resulted in not only encouraging 'averaging out' the pattern of markup on totally different classifications of goods, but seriously averaging out personal abilities, as well."

"It became a sedative to the creative skills, risks and courage of the real merchant, and in effect, a device by which a boy could do a man's work," Dilg thumped accusingly.

Dilg's cure was to overhaul retailing accounting methods so they'd be more in line with modern marketing methods. For instance, he suggested retailers recognize that the cost-price relationship is not a fixed thing, but a relationship that varies on each item according to a number of intangibles.

Some other things he suggested needed reappraisal: pricing on current assortments, the "velocity" factor and such relationships as dollar profits per sale and per square foot of selling area.

Franchising was in the spotlight when Homer L. Travis, vice president-sales, Kelvinator Division, American Motors Corp., spoke before breakfasting retailers.

"If we are to have stability in retail prices, we cannot have instability in appliance franchising," he stated flatly.

And he went on to define his terms: "A franchise—a sound franchise—is a lot more than just having something exclusive on your market."

"A franchise is a right granted, a privilege granted—something of value given by the supplier in return for something of value given by the store for mutual benefit."

The mutual benefit angle is all important, Travis went on to emphasize. "Remember, no appliance manufacturer can prosper if his dealers don't prosper."

After running through a brief history of the franchise system's rocky period in the 40's when "take any and all lines" was the retailer's watchword—Travis urged "100% cleanup."

How? "For the stores you represent to force the issue. To give your sincere franchise support to the people who are doing the things that a sound franchise involves and at the same time turn your back on the suppliers who are contributing to price instability by playing it 'high wide and handsome.'"

Bypassing reforms for the specific conference subject of "The Home Is Now the Status Symbol," and parenthetically—how retailers can capitalize on the trend, a couple of speakers had products to push.

"Dehumidifiers: The Big Market Is Ahead," trumpeted F. E. Moquin, national sales manager, Westinghouse Dehumidifiers. And he went on to tell his audience why: There's a need and there's a product to fill it. All the retailer has to do is practice some simple logic: Tell his customers about the need. The product will sell itself.

With freezers, the story is a little different, Robert I. Pearce, national sales manager, Amana Refrigerator Corp., explained. The market is not only ahead. It's right now. The big question with freezers is: What about food plans?

His conclusion: Freezers can be sold in volume through food plans—when a good legitimate business is behind the selling.

And freezers can be sold in volume off the appliance dealer's floor.

The question resolves down to the freezer's story. And the better the story is told—with or without a plan—the more the salesman can talk in terms of the experience of the customer, the more he'll sell, and, obviously, "The greater the profit to you the dealer."

Profit. That was the note the two-day conference began and ended on.

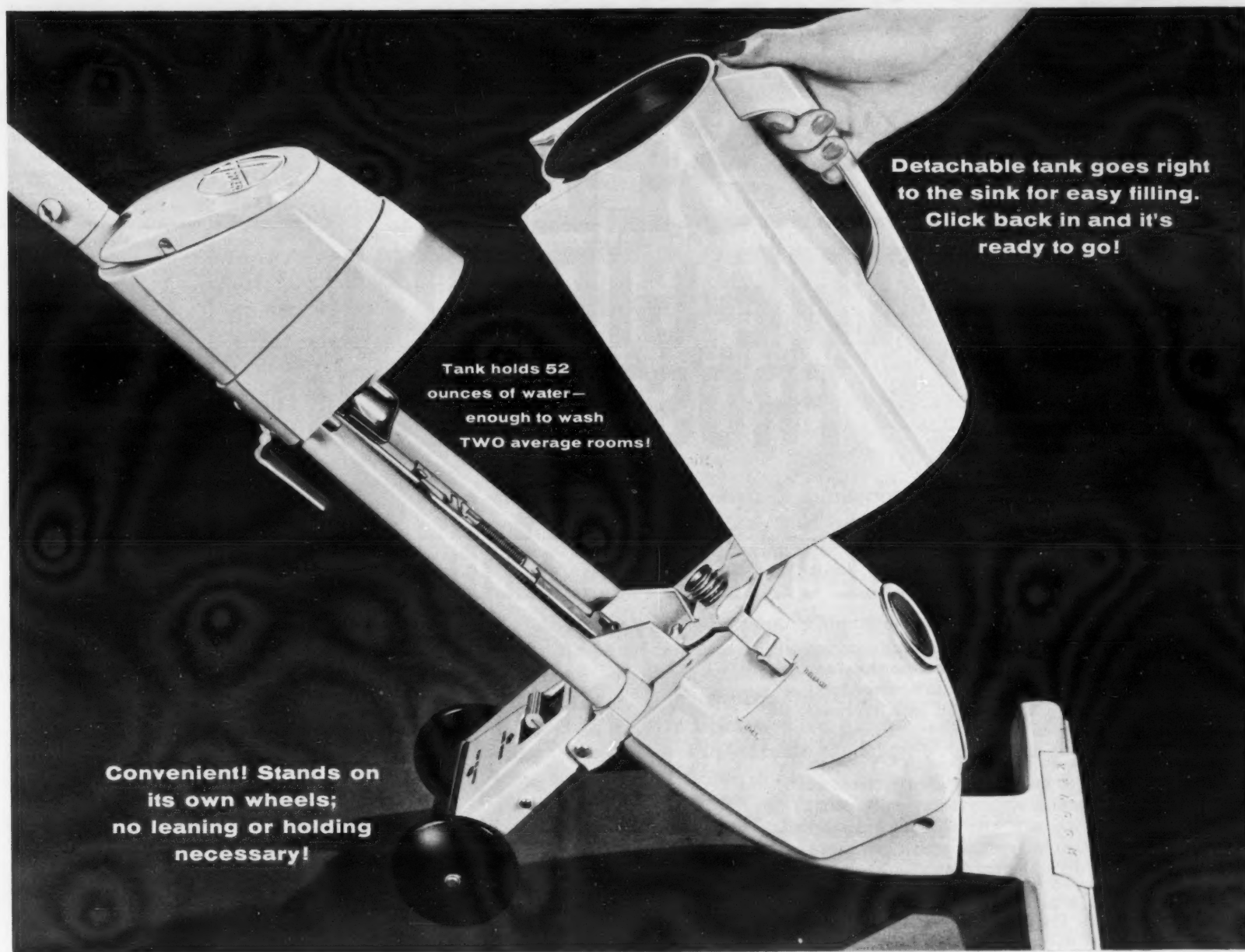
Some speakers had told the retailers how to get more of it. Others had told them they were going about it the wrong way. But one thing was for sure: Nobody suggested they give up even a penny of it.

And the 400-odd retailers went home happy.

Another reason customers prefer

HOOVER

Easiest floor washer to fill and empty!



Detachable tank goes right
to the sink for easy filling.
Click back in and it's
ready to go!

Tank holds 52
ounces of water—
enough to wash
TWO average rooms!

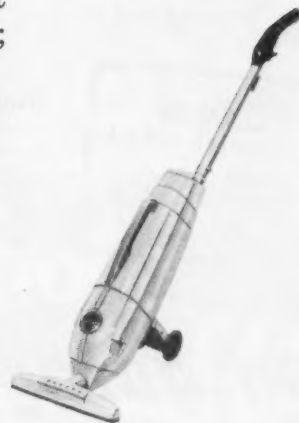
Convenient! Stands on
its own wheels;
no leaning or holding
necessary!

Hoover helps you make the sale with plenty of other advantages over competition, too. For instance: convenient controls right on the handle; low nozzle that swivels to go under most anything; full 12-inch nozzle for wide-swath washing; no "dribble" after floor is dried; and one of the best selling advantages of all—Hoover quality from top to bottom. Order from your Hoover representative. The Hoover Company, North Canton, Ohio.



HOOVER

ELECTRIC FLOOR WASHER



Germans: 'But What's the Profit?'

In puzzled tones, so spoke 16 German visitors at a conference in Chicago with editors and AHLMA representatives

When they didn't want to know what the profit was, these 16 business tourists wanted to know a precise percentage, or a firm price, or a solid, ironclad fact, at least.

Since the subject was appliance marketing as performed in the United States, the group went away dissatisfied—not unhappy, but certainly dissatisfied—and without precise answers from the trade magazine editors and the American Home Laundry Manufacturers Assn.

They were undoubtedly convinced their more orderly system was better.

The Germans were a group being led around the country by Walter S. Kunkel, who does this for a company known as Business Studies, Inc. of Nuernberg, Germany, and formerly known as the German Educational Travel Assn., for the promotion of commercial and cultural relations between Germany and other countries. Presumably, the name was changed when they start-

ed traveling in the United States.

Business Studies, Inc., apparently operates as an ordinary travel agency but is able to offer tours of specific business interest by the simple expedient of writing and asking to be shown around. Sometimes, they don't get shown. Norge, for example, wasn't interested on this trip; neither was Waste King in Los Angeles.

The group was representative of German appliance business. The biggest were there, and the smallest. One concern had shown electric

appliances at the Columbian Exposition in Chicago in 1892; there were several 25-year readers of ELECTRICAL MERCHANDISING, now EM Week readers.

Simply, it was a band of business tourists, greatly interested in us and our methods. They picked up odd bits of useful information, new ways to do things, in both production and marketing areas, a contact or two and perhaps some business. One Austrian is selling a few refrigerators on a more-or-less chance contact.

Here are the areas in which United States methods were apparently different from overseas: the amount of advertising generated for each unit by the pyramiding of co-op money; the profit impact of installment financing; the complications of trade-ins; the plusses and minusses of a high-saturation market. Turn-over was particularly difficult to get across and when it was understood the Germans were astounded at the volume and the profit American dealers were used to or could get on their investments.

Warranties were puzzling perhaps because they are puzzling everywhere. The visitors marvelled at the 10- to 15-year warranties now being merchandised here until they found out just what was warranted. They never did grasp clearly the reasons why electrical components are considered separately. (No one tried to explain Underwriter's Labs to them.) They liked the freezer food insurance plans, and took copious notes.

Sunday Sales: Partial Verdict

The continuing hassle over Sunday sales laws, at least in New Jersey, was partially decided last week. But the state's supreme court left an important part of the issue up in the air.

By a 4 to 2 vote, the court upheld the constitutionality of the state's 1959 law restricting sales on Sunday and simultaneously declared null and void an all-inclusive act passed in 1951.

But a key part of the issue—whether the restricted sales act arbitrarily denied equal protection under the law by classifying of what might be sold on Sunday—was not settled. Instead, the court tossed the issue back to superior court for trial. The lower court already has upheld the constitutionality of the act, but did not rule on equal protection.

Sale of appliances, clothing, home and office furnishings and building materials was banned under the law in only 12 of the state's 21 counties. This was done by public referendum last November. Primarily, the 1959 law was aimed at highway stores and discount houses that operate seven days a week.

In returning the case for a hearing on the discrimination issue, Chief Justice Joseph Weintraub wrote for the majority: "It may be difficult for plaintiffs to maintain their heavy burden of proof, but they may not be denied an opportunity to try."

20th in a series
of weekly Gibson
messages to
all appliance
dealers

SELL THE GIBSON FROST-CLEAR IDEA

NOT A THIMBLE-FULL OF FROST IN A LIFETIME!

Frost-Clear is here—and it's going to get bigger and bigger! It's simply that much better than any automatic-defrost system. No need to remove frost—it never forms—not a thimble-full in a lifetime! Frost-Clear is big in your future.

So, what are you going to do about it? You can buy Frostless-type freezers and refrigerator-freezers from a number of manufacturers. Typically you'll pay far more than you will with Gibson—typically you'll get a more complex system which can mean extra service. Why do it the hard way?

Gibson Frost-Clear appliances are simple, service-free, sensibly priced. They let you merchandise this giant step forward—not a thimble-full of frost in a lifetime—at prices below many conventional, old fashioned units. There's your edge. There's your chance to move out ahead of the pack. There's new Frost-Clear—waiting for you at your Gibson Distributors!



Shopper Stopper!

Gibson's clever demonstration giveaway—an actual thimble mounted on a card, to pound home the "not a thimble-full of frost" idea—helps you turn traffic into prospects, prospects into customers. Ready for you now!

Frost-Clear freezer and refrigerator-freezer

Gibson's got 'em both! Giant capacity Model 315 upright freezer, handsome new Model 169 refrigerator-freezer—both Frost-Clear, not a thimble-full of frost in a lifetime!



WANT TO HEAD FOR HAWAII BY JET IN '60?

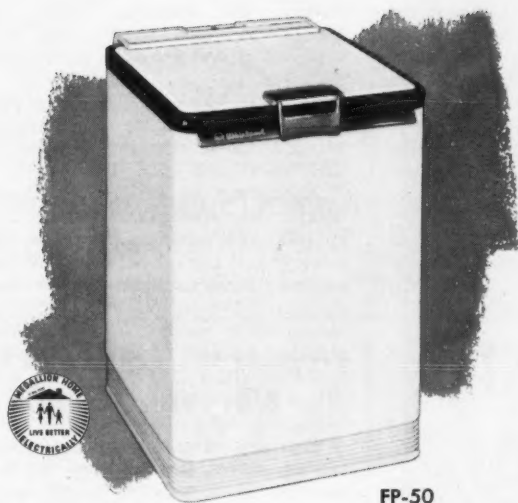
get going...get

Gibson

Gibson Refrigerator Company, Greenville, Michigan, a Division of HUPP Corporation

Patience ...please

Demand for RCA WHIRLPOOL dishwashers
has created a temporary shortage...
but we're going all out to help you
satisfy your customers



FP-50

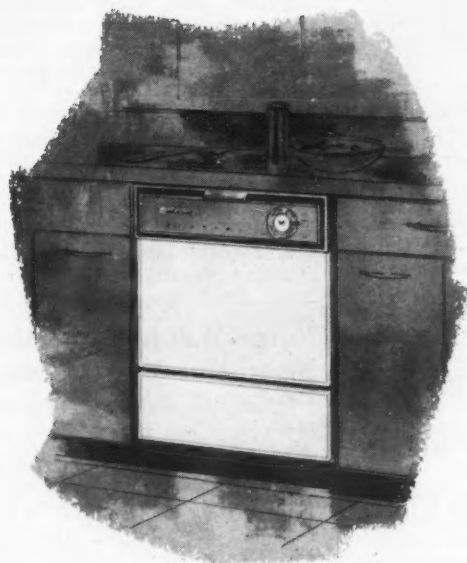
When introducing the new RCA WHIRLPOOL dishwasher, we knew it was so effective that dishes would come out "crystal-clean" every time... so efficient that scraping and pre-rinsing would be unnecessary... so dependable that servicing would be held to a meager minimum.

But we didn't know that public approval would be so unanimous, that consumer demand would be so tremendous.

Orders have been multiplying like magic... taxing our production capacity to the limit. However, we will not take any short-cuts to step up production at the expense of quality. But time and precision efforts are being doubled to boost volume. In fact, we are doing everything possible to help you meet ever-increasing consumer demands... and boost your profits as well.

So please have patience. Realizing the superiority of RCA WHIRLPOOL dishwashers, most housewives can be convinced that the best is worth waiting for. We promise to fill all orders as fast as humanly and mechanically possible.

Join up!...it's easier to sell RCA WHIRLPOOL than sell against it!



FU-70

Your family will love our family of home appliances



Products of WHIRLPOOL CORPORATION St. Joseph, Michigan

Use of trademarks and RCA authorized by trademark owner Radio Corporation of America



New Attitudes Sprout Before EEI

EEI kept the ball rolling, filling the Edgewater Beach Hotel in Chicago last week. Nearly a thousand members of the Edison Electric Institute stormed no new beachheads, climbed no higher mountains. But they did measure last year's activities, take less anxious account of the accomplishments of the gas utilities and watch their own long-term promotional plans take a shape that can only be called solid.

The EEI sales conference, of course, is strictly a utility show. This means it rarely produces any news of direct value to dealers. However, some of the attitudes were certainly interesting, for example that of Fred J. Borch, General Electric Co. consumer products vice president, on G-E's effort to boost the all-electric concept.

"Speaking for one manufacturer," he explained, "we have done little to make it easy for consumers to have a wide choice of total electric

homes in all designs and price ranges.

"At the very best, I'd say we've made it possible for the consumer to equip his home completely with products of General Electric, but only providing he was resourceful and tenacious enough to seek out the various sales channels from which the bits and pieces were obtainable. In short, we haven't done a unified selling job.

"All is not lost, however," Borch continued. "We're finally trying. Our residential market development operation was established to help us sell complete electrical systems for the home.

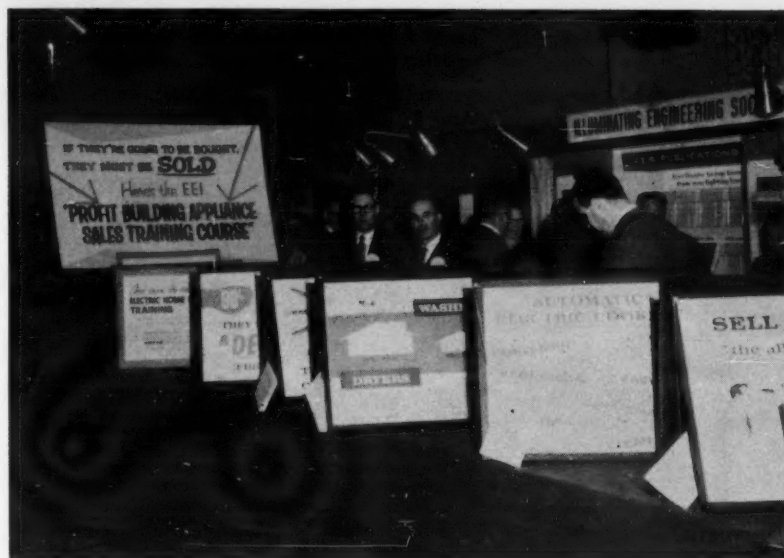
"Their primary objective is to persuade builders to build Medallion Homes equipped throughout with products of General Electric.

"To do this job," he went on, "General Electric has now organized local marketing teams in major building markets that can offer a coordinated proposal on a complete electrical system to fit a Medallion Home of every design and price class but the lowest."

Aside from this talk, made during a general session, most of the speakers emphasis during the residential sales sessions was on other load-building apparatus. Appliances took a back seat, though they no doubt were still collecting the lion's share of the residential load-building funds.



THIS HENNEY KILOWATT, an electric car made by the Henney Motor Co., a division of Eureka Williams Corp., was one of the suggested load-builders on display.



TALKING OVER EEI'S "profit building appliance sales training course" are James T. Coatsworth, left, of EEI, and E. O. George, of Detroit Edison.

Utility men from the South pumped up the heat pump, despite some behind-the-scenes chatter about Arkansas Power and Light's problems with the Little Rock Air Force base installations.

Northerners went big for resistance heating, now getting hot promotional play in the North.

There was something new at this year's sales conference: A heavy increase in promotional activity

outside the meeting halls. The hotel's passages were filled with association and manufacturer guest displays.

EEI took the opportunity to push something new of its own: An appliance sales training course for utilities to use with dealers.

According to EEI's Jim Coatsworth, the conference is not time to sell such services. But the kits are going at a good clip. And follow-up business is expected to be better.

Tell the Truth, Urges FTC Head

Still rattling its sabre, FTC is pressing its campaign against false and deceptive advertising

Last week in New York the National Retail Merchants Assn. got another sample of FTC's determination. After putting away a \$6.50-a-plate luncheon in Manhattan's comfortable Hotel Biltmore, the merchants settled back to listen to FTC Chairman Earle W. Kintner toss off a speech. (For other NRMA

convention news, turn to page 4.)

Kintner's message to retailers? Tell the truth, the plain, unalloyed truth in advertisements. And while he was at it, Kintner warned the merchants that the FTC's interest was extending beyond the printed word. That area covered sleazy selling practices in general.

"At the risk of sounding trite," Kintner said, "I would again urge all those concerned to tell the truth even if it hurts. We believe you have a duty to tell the consumer the truth even at the sacrifice of claims which are more likely to persuade him to buy."

And Kintner believes that the merchants could turn to Madison Avenue for help in telling the truth.

"Don't underestimate the ingenuity of Madison Avenue," he told the attentive delegates, "in breathing as much sales appeal into truthful copy as you have been getting from more questionable claims."

And once again Kintner fired a broadside at phony comparatives which merchants have been feeding to the public.

"We know it is a potent sales weapon, so you do not need to argue that point with us," he explained. "You do not need to persuade us your use of such pricing is truthful."

Kintner explained that in estab-

lishing interpretations on comparatives, the key is reasonableness. The FTC isn't looking for and doesn't want . . . rigid rules to trap the unwary.

"Remember," he warned, "that you have no constitutional right to say anything you damned please in order to move merchandise."

At the same time, Kintner assured merchants that the FTC is not concerned with the reasonableness of margins in business.

"Dictating margins by the FTC," he said, "would be inconsistent with free enterprise and competitive merchandising."

While maintaining that the FTC is not concerned with the difference in dealer margins other than to determine if those margins involve false and deceptive pricing, Kintner declared that "price" is what the customer is willing to pay in a competitive market.

He pointed out that the FTC has been urged to define "price" in terms of the dealer's cost plus his "normal markup." But Kintner rejected this, pointing out that this approach lacks objectivity.

In extending its area of investigations, the FTC also may take a new tack, Kintner said. Previously, FTC has worked on individual cases after receiving complaints. The new move, now being evaluated after sampling furniture advertising in Washington, D. C., would be to deal with groups. In taking this approach FTC would be moving between maximum group activity (issuing of guides) and individual cases.

Depots Will Sell Parts For Chrysler Airtemp

Thirteen parts centers have been set up across the country "to improve and economize parts delivery," explained Joseph B. Ogden, vice president of sales. The depots will sell replacement parts to distributors and their dealers, independent service companies, contractors and industrial users.

In the past, each Airtemp distributor had to order parts from the Dayton factory. So he usually kept up an extensive parts inventory. Under the new system, he won't have to invest so much in parts, since there'll be a stocked depot nearby.

Depot locations: Washington, D.C., Atlanta, New Orleans, Memphis, Detroit, Chicago, Kansas City, Phoenix, Dallas, Los Angeles, Dayton and New York.

Norge Will Kick off Huge Newspaper Ad Push May 10

"The ads will be designed for black and red colors. This marks the first time that Norge has used two-colors in factory newspaper advertising," said Walter C. Fisher, vice president of sales.

Featured in the first group of 1,000-line dealer listing ads are Norge's "Never Frost" refrigerators, automatic washers and gas and electric clothes dryers.

First phase of the \$500,000 campaign will hit 95 markets. Dealer co-op advertising will back it up, giving maximum impact, Fisher said.



Resigns from LFC

STANLEY G. FISHER has left his position of vice president and general sales manager for Landers, Frary and Clark. He will announce his new business plans soon.

Discomfort Index Has Another Name Now

The weather bureau hasn't decided officially, but it probably will accept the recommendations of a memo before it, calling for continuation of the temperature-humidity index started in 1959. The index was expected to be particularly valuable to airconditioning dealers.

This memorandum, compiled from comments from all the U. S. weather stations, suggests that the "temperature-humidity" title be used again this year, instead of the "discomfort" tag that was first placed on the index—but which drew violent opposition from some resort areas in the South.

Most weather stations reported they would like to continue the index—some claiming their public would demand that it be continued. Little resistance is found now that the title has been changed.

Whether the index should become a permanent report was still undecided. Probably the decision won't be made until 1961, after the index has had a further trial run. Permanent status would make it compulsory, uniform and provide budgeted funds.

A few stations in the South, Florida, primarily, started using the index early this month, but the vast majority of stations will wait until May.

Doughnuts and Demos Are Dallas Bank Fare

Customers of suburban Lakewood State Bank in Dallas did a double-take when they walked in the lobby. Coffee and doughnuts were cooking in a live range demonstration, and a full display of Frigidaire appliances and air conditioners lined the walls.

J. G. Boyd's Good Housekeeping Shops sponsored the promotion. One of the four Boyd appliance stores is located across the street from the bank, which handles many of the firms papers on appliance sales. Bank officials were enthusiastic.

Manning the display were two Boyd salesmen who reported many good prospects—and two regional Frigidaire officials. Home economists from Dallas Power and Light Co. and Frigidaire served coffee, cookies and hot doughnuts to all comers.

Boyd's timing couldn't have been improved on. It was Thursday and the last day to get auto licenses, which were available at the bank. Friday was payday, and also the week's longest banking day. Traffic was unusually heavy both days. Bank officials estimated more than 1,500 people saw the display.

Lawn Mower Men To Meet

Eighth annual meeting and convention of the Lawn Mower Institute will be held June 12-16 at Fred Waring's Shawnee Inn, Shawneeton-Deleware, Pa. Officers of the institute will be elected, along with four members of the board of directors. Major topics in the business sessions will include statistics and the industry outlook for the next decade. The nationwide safety program also will be on the agenda, according to Harold K. Howe, executive secretary.



Election Headquarters For Some Candidate?

No, it isn't. The scene at left was national headquarters for Whirlpool's telephone sales campaign at the administrative center in St. Joseph, Mich. For 12 hours salesmen pushed vacuum cleaners, reporting into the headquarters nerve center.

The result: sales of 12,642 RCA Whirlpool vacuum cleaners, against a quota of 5,000.

Shown handling some of the 2000 telephone calls taken and placed during the sales blitz are: Gene Neff, standing, right, sales manager, specialty products division; staff members, Bobbie Knight, standing, Nancy Rohloff and H. E. Klapp, promotion manager.



A Frigidaire dealer talks about his franchise

Bob Cartmell knows it takes skill and training to get really good photographs. And in his 40-years as a Frigidaire dealer in Middlebury, Vermont, he's learned that skill and training count high in business, too. That's especially true with appliance service. Bob puts it like this . . .

"Frigidaire training makes service pay off!"

"There's nothing else like it. You send a man to the GM Training Center and he comes back a genuine expert on Frigidaire appliances. He's something of a salesman, too! I've sent all eight of my men, and believe me, my service department pays off."

Service is as important as products. Frigidaire trains dealer people free at 29 fully equipped General Motors Training Centers coast to coast. This is another big plus for Frigidaire dealers.

FRIGIDAIRE
PRODUCT OF GENERAL MOTORS

High Budget High Fidelity Show In the Works for New York

Dealers will be tied in more firmly than ever when the New York High Fidelity Music Show opens its doors Sept. 6.

Breaking new ground on several fronts, the show will devote more time to dealers and spend more for linking promotions.

"We're recognizing the real interest that dealers and reps have in the show," explained Arthur Schwartzman, executive secretary of the Institute of High Fidelity Manufacturers.

For the first time in show history,

promotion posters and streamers will be distributed to dealers (200 to 300 is Schwartzman's estimate). And the dealers will get even more time at the show itself; all of opening day and 10 am to 3 pm on the second.

In the past they got part of one day. And when dealers stride through the doors of the New York Trade Center, they'll get a packet loaded with all the available manufacturers' literature—no more piecemeal collecting.

On top of this IHFM will keep slugging away with promotions for

nearly a month after the show has closed. Still hazy, the basic plan calls for continued promotion through the dealer by identification with the show.

Schwartzman also hopes to introduce a redeemable ticket plan. Under this setup a visitor who brings the ticket to the box office could cash it for a lower admission price. The plan worked successfully in the last Los Angeles show, according to Schwartzman, accounting for 15% of the total attendance at the exhibition.

Keynote of the show, Schwartzman says, will be hi-fi stereo has arrived. "This show is to dramatize components," he explained. "And the fact that there is no reason to wait any longer to buy. Stereo is here."

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Another FIRST from... REPUBLIC STEEL KITCHENS



Sentimental, Sensational, Sellable

Traditional... an exciting cabinet surface that settles the old argument once and for all. **Traditional** is warm, natural. No need to stock two, when this one will do!

Traditional... a vinyl plastic laminate of beautiful grain, inseparably bonded to steel door and drawer fronts.

Traditional adds character, warmth, and natural grain to all the advantages of all-steel kitchens. Cabinet interiors are finished in blendable tones.

Why Stock Two When One Will Do

Traditional is available now on most cabinets in Republic's big line. Send coupon for complete information and color sample. Get into the high profit kitchens business. Stock, display, and sell **Traditional** by Republic Steel Kitchens. No need to stock two when one will do!

REPUBLIC STEEL
Kitchens

REPUBLIC STEEL • BERGER DIVISION
CANTON 5, OHIO

REPUBLIC STEEL KITCHENS

DEPT. C-9194

1012 BELDEN AVENUE • CANTON 5, OHIO

Please tell me more about Republic's new **Traditional** Finish and send color sample.

Name _____ Title _____

Firm _____

Address _____

City _____ Zone _____ State _____



How to Locate Skips

Losses from bad checks and overdue accounts can be reduced if you have a system for tracing skips

"Skips" are people who leave you holding the bag. The bag may be a bad check or an overdue credit account or both.

These people have plenty of excuses when found. They forgot. You didn't remind them.

Tracing skips requires plenty of skill and perseverance. However, any results you have in locating skips and in collecting can be considered clear profit—if you don't find them it is a complete loss.

Here are some techniques used by professional skip tracers that you can use to find people who leave you holding the bag:

Act quickly because time is busy working for the customer who skips. Neighbors forget the new address they have for the skip. Or, if too much time elapses, the skip may have changed addresses more than once.

Delay can be costly. For instance, a check comes back from the bank marked I. S. F. By the time you send it through the bank again, and get it back the second time, the skip has had more time to get away.

Or, you send a statement and a series of four collection letters spaced a month apart. Finally, you make a personal call and find that the skip moved four months ago.

Use Uncle Sam in finding skips. Statements and collection letters go by first-class mail. A skip may leave a forwarding address with the post office but not tell anyone else. Your first-class mail will not be returned, but sent to the new address. Thus, it may be months before you know your overdue credit customer has become a skip.

You can get the forwarding address of the skip from the post office if you use the right method. Mail a piece of direct mail advertising or a sales letter to the last known address of the skip. Use third-class mail at only three cents per skip traced. Do not seal the envelope. Or use an envelope that can be opened for postal inspection.

Print this message on the lower left-hand corner of the envelope: "Return postage guaranteed. Form 3547 requested." With this form the

post office department will let you know the new forwarding address of the skip.

Check utility connects and disconnects. People who move have their lights, gas, water and telephone disconnected. Usually there is a refund that is sent to them after they have moved. Or, the deposit is applied on the new connect.

Some public utilities have this information available. Check with your local utilities to see if they can and will supply new addresses of people who have moved.

Professional skip tracers also work with local dairies and transfer and storage firms. But often these firms do not make this information available to the general public.

Ask the bank to help. When you have trouble with a bad check, you may be able to get some help from the bank. Changes of addresses are kept up-to-date to mail statements to bank patrons. And, banks are interested in eliminating the bother and risk of handling checks that are short.

You will find most bankers helpful if it is within their power to provide the new addresses of skips.

Contact the credit bureau. Some local credit bureaus have professional skip tracers in their employ. These people follow up skips from all firms that are members of the local credit bureau. When you ask the credit bureau to help locate a skip, it may be that they already have found the new address of the skip.

Membership in a local credit bureau may include a daily or weekly newsletter. In these letters a list of changes of addresses may be reported. Thus, you can find your skips through these lists.

Or, the credit bureau bulletin may have a list of skips, asking members to help in locating them. Another firm may have received a recent credit application from the skip. It notifies the credit bureau of the new address of the skip and you find your missing customer... and the other business saves the trouble of granting credit to a skip.



Your new sales-booster—unique power-booster.

Here's the first real advance in portable mixers in years: *power-booster*—the exclusive built-in feature of every KitchenAid Power Portable Mixer. Extra-low stirring speed keeps ingredients in bowl... yet, even heavier batters won't slow this mixer down. Power-booster automatically steps up power as the batch thickens... maintains positive mixing in the bowl. This means sure, consistent results.

New KitchenAid power portable mixer

The exclusive new power-booster is a real sales-convincer that solves the major portable mixer complaints: slowdowns and excessive stirring speed. The new KitchenAid Power Portable Mixer, with traditional KitchenAid quality, also features: smooth, modern lines for easy cleaning; perfect balance; built-in thumb rest; beater ejector; 3-speed control. It hangs up or sits on end. And the mix chart is on the handle.

There has never been anything like the KitchenAid Power Portable Mixer—for mixing efficiency and for easier sales. Get the full story today.

KitchenAid®

The Finest Made...by

The World's Largest Manufacturer of Food, Kitchen and Dishwashing Machines

Get full information on Hobart's startling new KitchenAid Power Portable Mixer.

KitchenAid Electric Housewares Div.
The Hobart Manufacturing Company
Dept. KEM, Troy, Ohio
In Canada: Hobart, 175 George St., Toronto 2

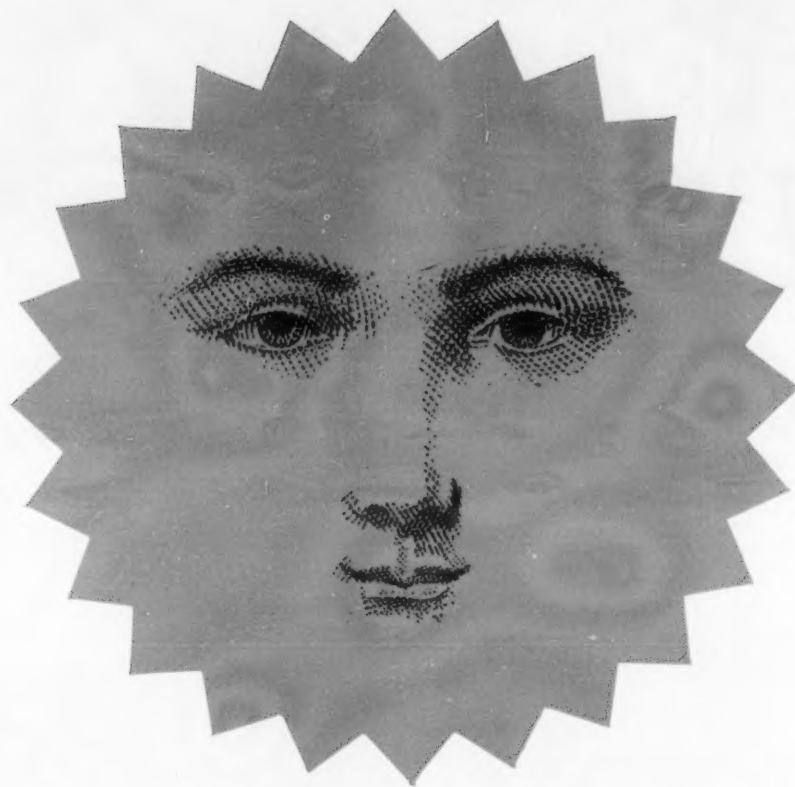
Name

Store Name

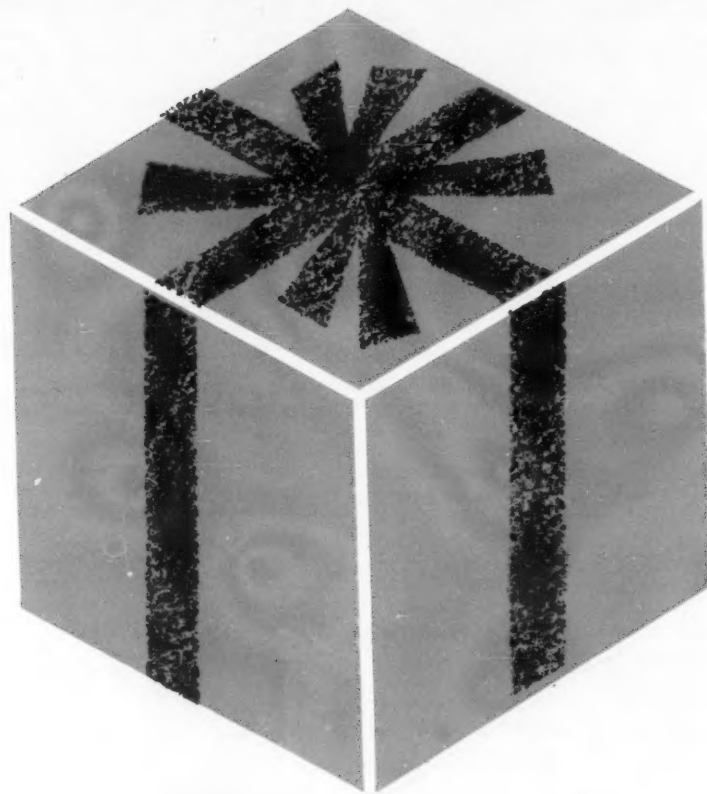
Address

City Zone State

My distributor is



BETTER LIVING • BETTER GIVING



U.S. Steel's new Housewares and Home Furnishings Program is designed to build store traffic and help you sell more products made of steel. The theme is Better Living-Better Giving, and it will reach millions of people. Here's how:

United States Steel Hour commercials on April 20 and May 4 will feature products of steel you sell and will reach 24,000,000 viewers each time.

I Love Lucy show will feature U.S. Steel commercials on housewares and home furnishings of steel on April 14, April 28 and May 12. Each show reaches 4,500,000 daytime TV viewers.

Better Homes and Gardens ads, in full color, will feature modern, convenient steel housewares and home furnishings. This magazine's 7,000,000 readers will see these ads in April and May.

Saturday Evening Post spreads, in full color in April and May, will tell 12,000,000 readers each issue about products of steel for outdoor living and gift giving.

This Free Kit for your store contains these colorful sales aids, all coordinated with the Better Living-Better Giving theme: display mobile, banner, label, tags. Use it with any steel products you sell. *Tie in and profit: Send the coupon today.*



United States Steel
Room 6080, 525 William Penn Place
Pittsburgh 30, Pennsylvania

I want to tie in with the new Better Living-Better Giving promotion. Please send me my free dealer kit.

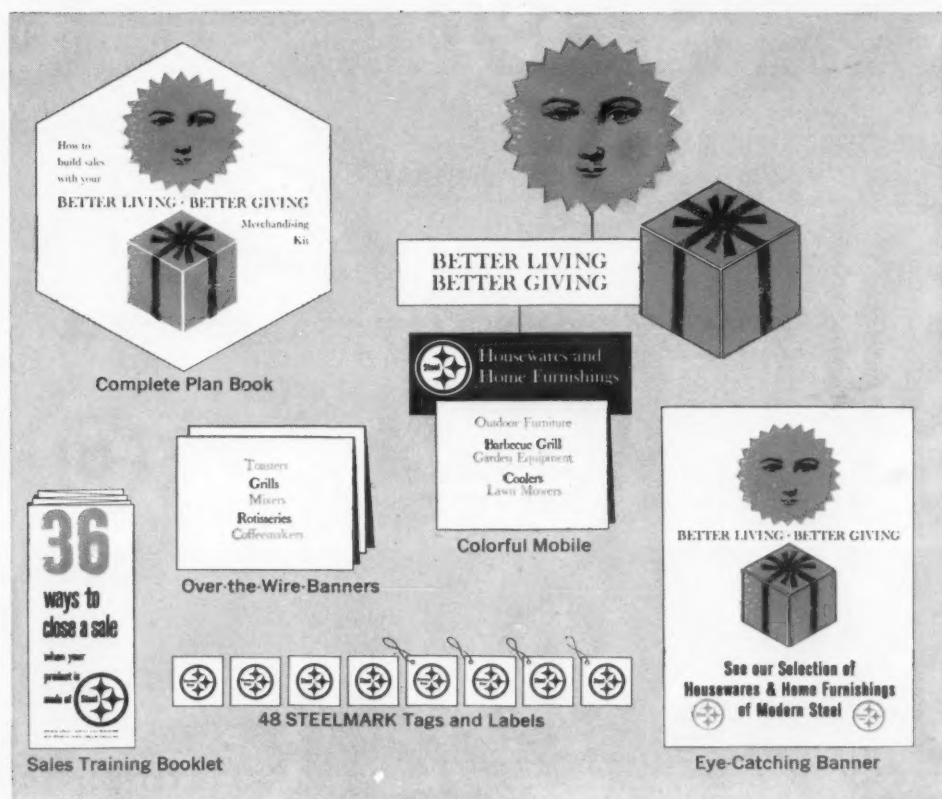
Name _____

Store _____

Street _____

City _____

Zone _____ State _____





Which brand of
portable air coolers
should you sell?

READ THIS

TravelAire® "Success Formula"

First in sales 1954, 1955, 1956, 1957, 1958, 1959

When you're "sold" from all sides, day in and day out, with claims and counterclaims—it's a good idea to clear the air and examine the facts. Particularly, with the tremendous growth and acceptance of portable air coolers by the public—you want to let clear reasoning be your guide.

Let's look at key reasons behind the success of the TravelAire "Success Formula":

- The most *complete* volume building line on the market! Six market-planned models, all priced for easy step-up selling.
- TravelAire dealers and distributors make *highest* profits! Profit structure and pricing policies enable retailers to make more than on other coolers that are footballed.
- TravelAire stretches your selling season with *two* "multi-purpose" appliances: Cool-r-Purifier (a combination room cooler and air purifier with 18-inch germicidal ultraviolet lamp)... and Cool-r-Heater (the personal cooler with a built-in heater and humidifier for cold weather use).
- First with more bonus selling features! Corobex self-purifying filters in all models. Rust-proofed, vinyl coated steel cabinets. "Duotrol" water shut-off valves. Water-level indicators. Multi-speed motors. Exclusive air diffusing grilles. Extra large air cooling capacities. Built-in thermostat in Model 1060. Accessory stands, timers and activated carbon filters.
- The most complete and colorful array of sales aids in the industry!
- Now's the time to ACT! Get ready BEFORE the hot weather arrives!

METALAIR PRODUCTS DIVISION
McGRAW-EDISON COMPANY
560 S. 15th Street • Phoenix, Arizona



The Leadership Line... outsells every portable cooler line every year!



MODEL 830 \$34.95

Budget-priced leader!



MODEL 860 \$44.95

Deluxe personal cooler!



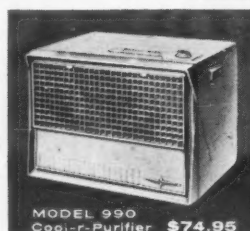
MODEL 890
Cool-r-Heater \$54.95

Cooler-Heater-Humidifier!



MODEL 960 \$64.95

Deluxe room cooler!



MODEL 990
Cool-r-Purifier \$74.95

New germ-killing cooler!



MODEL 1060 \$84.95

Automatic room cooler!

EM WEEK'S

HOUSEWARES
FOLIO

60



CAN THE JAPANESE INVADE THE ELECTRIC HOUSEWARES INDUSTRY?

For months now the industry has been looking for an answer.

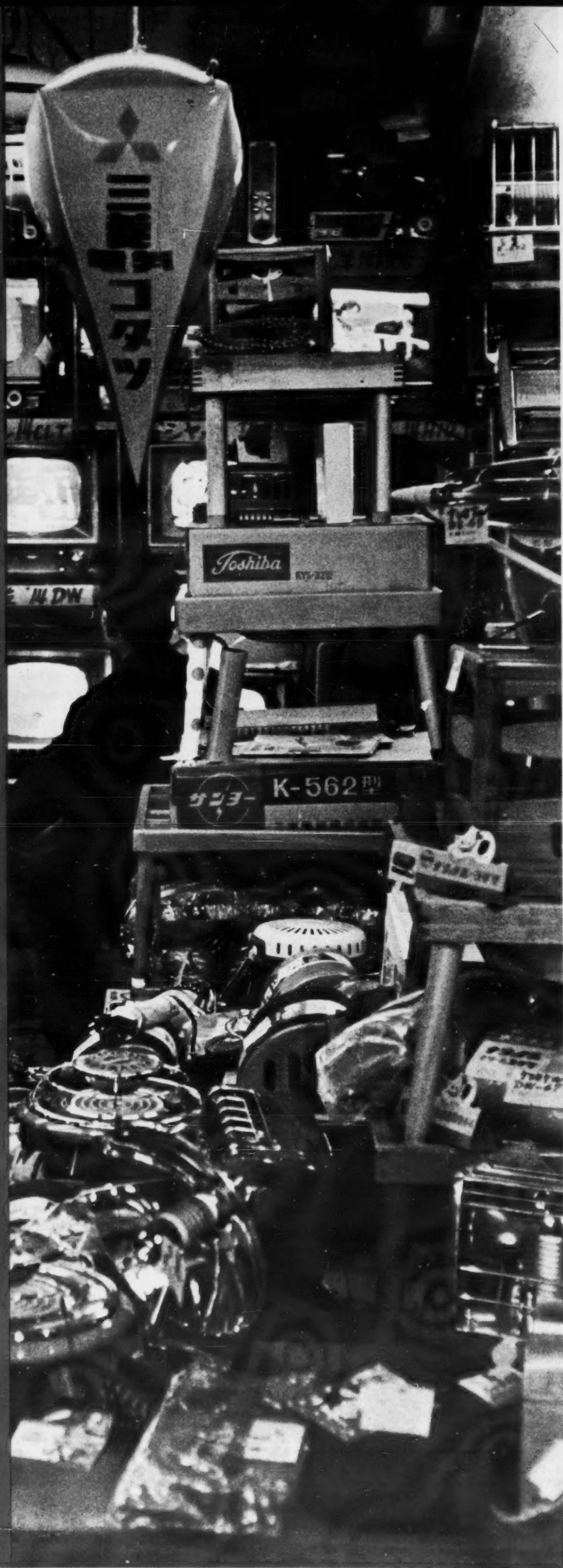
And for months EM WEEK has been putting together this authoritative article which provides the industry with a definitive answer to this vital question.

We've talked with dozens of manufacturers, dealers and government officials both in this country and in Japan.

The result is one of the longest and certainly one of the most important stories we've ever published.

It's "must" reading for anyone who manufactures, distributes or sells electric housewares—or any other appliance.

By JAMES J. CASSIDY



A JAPANESE INVASION IN HOUSEWARES? CONTINUED

THE ODDS ARE AGAINST THEM NOW... BUT DON'T

As of this moment a Japanese invasion of the electric housewares industry is fascinating speculation—but little else.

There's no real evidence that anything of the sort is happening—yet.

Most experts—and we've talked to dozens of them in government and in business, in this country and in Japan—agree with that conclusion.

But all of them hasten to add a warning: "Don't underestimate those guys..."

Our search for an answer has taken us from the highest levels of industry (where 40-year projections of foreign trade are weighed against U. S. foreign policy) to Times Square tourist traps (where the ticket on a nailed down travel iron is \$1.99 and the gross is 30 cents).

And all along the way there are reminders: The all too well known transistor radio story; the stainless steel tableware story; the Christmas tree light story; sewing machines; cameras; cotton; raw transistors.

Each story began like the quiet ripple of a leaf on a pond which in a few short years was churned into a crashing surf of imports raising cries of "Save us..."

Right now, odds are against Japan

The present situation is summed up by Toastmaster's Scott Rexinger, who is also chairman of the electric housewares section of the National Electrical Manufacturers Assn.: "There's no umbrella here as there was in radio. Prices in this industry are too low to leave them room to come in." Rexinger continues, giving the classic checklist for measuring invasion potential in any product area:

- The index of hand labor in electric housewares items is not high enough to make Japanese cheap hand labor the advantage it has been in many other product areas.
- Their raw materials costs for electric housewares would be high. There's no local abundant supply. They have to buy. They can't create it as they do with transistors.
- Electric housewares are not the universally

used items that radios are. Japan's own production of electric housewares, including fans and vacs, is small. Japan would have to crank up specifically for U. S. markets.

● We have the one edge of automation—and continue to refine our production techniques.

There is strong support for some of Rexinger's views. Japanese manufacturers have studied American markets and have retreated. U. S. key accounts, importers, distributors, smaller retailers and opportunists have gone to Japan to try to find a hole and have retreated. Here's why:

Top U. S. brands here are steadily being sold at under \$10 and low-end, promotional brands bring less than \$8 or \$9 for steam irons, fry pans, automatic coffeemakers, toasters—all U. L. approved items.

Ironically, the very trend which most disturbs prestige-conscious U. S. small appliance makers turns out as a key deterrent to Japanese efforts. Outgoing NEMA housewares chairman Arnold Wolf of Hamilton Beach worried to ELECTRICAL MERCHANDISING WEEK (Nov. 30, 1959) that electric housewares were no longer the prestige items they once were; that prices ("... toasters at \$7.77...") and discount distribution had removed the giftware image that the industry has striven to build for years.

Meanwhile, those same forces pushed the industry through the \$1.2 billion mark and moved 56 million units last year including 6.3 million irons, 4.3 million fans, 3.4 million vacuum cleaners, 4.7 million coffeemakers, 3.7 million toasters, 3.4 million fry pans, 3.1 million mixers, 2.2 million space heaters, 6 million shavers and 8 million clocks to a population of 180 million people who live in 50 million wired homes.

Japanese industry is booming too—but there are key differences

Japan's own market is 92 million people who live in 17 million wired homes in an area the size of California. Many of our items are not known there, or are, as Japanese sources accent it: "not-so-pop-u-LAR."

But Japan produces many basic American electric housewares, too. Production boomed in the 50's. Estimates for the 1959 figures by McGraw-Hill's World News Bureau in Tokyo run like this: fans, 1.5 million, up from 118,000 in 1950; irons, 2.4 million, up from 253,000; vacuum cleaners, 450,000, up from less than a thousand.

Electric housewares fit into an overall boom which carried through appliances, TV and radio. Again, note the enormous production gains: radios, 9 million in 1959 (of which 6 million were transistor portables), up from 900,000 in 1952 and up from 4.9 million in 1958; 2.6 million TV sets, up from 13,000 in 1953; refrigerators, 550,000, up from 5,000 in 1950; 1.2 million washers (mostly wringer type) up from 2,000 in 1950. U. S. industry, incidentally, produced 10 million home radios, of which 3.9 million were transistor portables; 6.3 million TV sets; 3.7 million refrigerators; 4 million washers, of which a million were wringers.

And their boom will continue. Japan's domestic market is still virtually untapped. Saturation is spotty, and many figures are still quite low. Here are a few, with U. S. saturation compared in parentheses: fan 16% (65%); vacuum cleaner, 2% (72%); toaster, 10% (79%); mixer, 6% (53%)—although "mixer" probably means blender in Japan; radio, 90% (96%); TV, 11% (90%); refrigerator, 3% (98%); washer, 17.3% (93%).

Costs of many items on Japanese market make them non-competitive for U. S. export. And industry sources there have told our Tokyo bureau that many consumer export items have become quality and quantity items only because the potential in the U. S. market has been attractive enough to encourage Japan to crank up and shoot for it. Naturally, as their production goes up, their prices go down. Considerable cost-cutting would have to be done on key items before they could compete here. For instance, here are list prices of selected items from the domestic catalog of Toshiba (Tokyo Shibura Electric Co., Ltd.), one of the leaders. Its items are not low-end. From catalog pictures, it is apparent that the products

JAPAN'S PRODUCTION OF SELECTED HOME GOODS

| ITEM | 1959 | | 1958 | | 1957 |
|------------------------|--------------------|-----------------------------|-----------|--|-----------|
| | Units ¹ | Average factory value in \$ | Units | | Units |
| Electric irons | 2,400,000 | \$ 2.50 | 2,169,000 | | 2,021,082 |
| Vacuum cleaners | 450,000 | 29.00 | 280,863 | | 165,775 |
| Electric fans | 1,500,000 | 20.00 | 1,564,312 | | 1,320,072 |
| Portable space heaters | n. a. | 7.80 | 193,070 | | 227,114 |
| Toasters | n. a. | 4.50 | 896,961 | | 616,232 |
| Blenders | n. a. | 17.00 | 169,632 | | 160,160 |
| Hot plates | n. a. | 1.50 | 881,885 | | 565,837 |
| Electric blankets | n. a. | 7.25 | 110,013 | | 90,882 |
| Rice cookers | 2,000,000 | 7.00 | 2,199,303 | | 947,897 |
| "Kotatsu" heaters | 4,100,000 | 3.90 | 3,500,944 | | 3,247,383 |
| Radios | 9,000,000 | 17.00 | 4,897,000 | | 3,576,591 |
| TV | 2,600,000 | 125.00 | 1,205,000 | | 612,817 |
| Refrigerators | 550,000 | 128.00 | 414,772 | | 231,241 |
| Washers | 1,150,000 | 45.00 | 988,000 | | 854,564 |

JAPAN'S EXPORTS TO UNITED STATES

| | 1958 | | 1957 |
|--|------------------------|--------------------------------|---------|
| | Units ² | Av. Unit value in \$ fob Japan | Units |
| | 145,886 | \$ 0.78 | 30,284 |
| | 9,541 | 1.46 | 2,251 |
| | 2,893 | 0.44 | 1,825 |
| Misc. portable home appls. and tools*... | 281,976 | 0.87 | 393,938 |
| Personal electric heating appliances*... | 6,304 | 1.33 | 8,640 |
| | none | | |
| | none | | |
| | 2,500,000 ³ | 14.00 | 650,000 |
| | none | | |
| | none | | |
| | none | | |

1) Production and value from Japan Ministry of International Trade and Industry; estimates of 1959 by McGraw-Hill World News, Tokyo. 2) Japan exports to U.S. reported by U.S. Dept. of Commerce, Bureau of Foreign Commerce. Latest available. 3) Jumped to 6,052,000 in 1959. 4) "Basket" category. No further breakdown given.

COUNT THE JAPANESE OUT

EM WEEK'S

HOUSEWARES
FOLIO

listed below are at least middle to high quality goods in appearance and price. Although going prices on Tokyo's 48th Street are discounted, here are Toshiba list prices for Jones San, translated to U. S. dollars at the going rate of 360 yen to \$1:

- 6-transistor shirt-pocket radio: \$20.
- 14-in. table model TV: \$172, table \$4 extra.
- 17-in. table model: \$275, table \$8.
- 21-in. table model: \$450.
- Hand iron: folding travel, \$1.80, without cord; dry iron, no controls, \$2.75, with switch, \$3.20; full dial control, cord attached, \$4.25, with step-ups at \$6.95, and \$9.25; fully automatic steam, \$11, with stepup at \$16.80. No Toshiba spray iron shown, but one from Okuno is \$11.
- Vacuum cleaners: roll-around, \$40, with accessories \$4 extra; tank type, \$38.75 for low end, \$61 for stepup, \$8 for accessories.
- Portable space heaters: circular reflector, \$6.50; squared and varied shapes from \$6.40 up.
- Toasters: automatic popups at \$4.15 to \$6.70; drop down sides, deluxe, \$2.75.
- Hot plates; no controls, cord attached, \$1.80; deluxe, with controls, \$6.95.
- Sandwich grille: deluxe, \$13.
- Fry pan: with no thermostat, \$6.50.
- Blender: 2-speed, deluxe, \$26.

Dealers work on short margins in Japan. Classic factory cost of appliances in Japan is \$50 to \$70 for a \$100 list item. Distributors work on 10% gross; dealer gross profit is 20 off list. Many dealers are captive, selling only one brand and some are direct dealers with longer margins.

An importer bringing a branded item like those above to the U. S. might have to buy at factory cost, add freight, tariffs, tax, his markup, provide advertising allowance and provide dealer markup before arriving at his U. S. list price.

Here are sample tariffs: flat irons, 34% ad valorem; vacuum cleaners, mixers and "other electro-mechanical household appliances with self-contained motors," 15%; toasters, skillets, coffeemakers and "other electro-thermic kitchen, household appliances," 17%; Christmas tree lights, 13.75%; shavers, 20%.

Distributor or importer base price can vary, however. If Japanese industry decides it wants export business badly (and there are over 400 manufacturers of home appliances, radio and TV beyond the Big Seven), the importer price can be lower than the factory selling price to the Japanese market. Whatever his buying price, the importer usually figures a ratio of about 3 to 1 in translating his fob Japan cost to U.S. retail. There are exceptions here too. The check price (Japan Government established low low factory cost) on six-transistor radios, for instance, is \$14 and list here is often \$29.95.

Recent production gains of 30% may push the check price down to \$11. And check price or no, a Japanese firm apparently thinking us a seller, offered us in March by mail 10,000 6-transistor shirt-pocket portables at \$10.30 each U. S.

In the face of all these problems, Japan's impact on the housewares market is extremely limited

Even if Japan has the potential of sweeping into the U. S. electric housewares business in time, trouble is not indicated presently.

The pad from which Japan might launch its ultimate impact is small. Typically, the present bite exists only in goods considered "toys" and "small stuff."

Still, existing figures can scare you until you do some slide rule work. For instance, Commerce reports of Japan-to-U. S. exports in home goods include the categories "flatirons" and "vacuum cleaners."

There were 30,284 flatirons exported in 1957, say the official figures. These leaped to 145,886 in 1958, the latest figure available. But they averaged only 78¢ each in dollar value fob Japan, and must therefore be only the Times Square travel irons.



CLASS AND MASS approach to marketing are evident in these two pictures. One above shows Mitsubishi space at Harumi Fair. Lower photo shows typical store in Tokyo's Akihabara district where haggling is a way of life.



Vacuum cleaners leaped from 2,251 pieces in 1957 to 9,541 pieces in 1958. But these come down to \$1.46 average unit fob Japan and must be flashlight-type clothes vacuums and portable car cleaners.

"Electric fans" hit 3,000 in 1958, but average down to 44¢ each and must be gadget hand fans rather than big jobs.

The largest single category in the Commerce Department's dossier is what they call a "basket" category—one which lumps many unspecified items into a general group—called "portable tools and appliances for home use, not otherwise duplicated" on that 11-category list of exports to U. S. The category includes 282,000 units which come down to 87¢ each fob Japan so what's really there isn't known for sure.

The entire list, which also includes portable tools for other than home use, drills, personal electric heating appliances (probably heating pads and electric blankets), and one or two (literally)

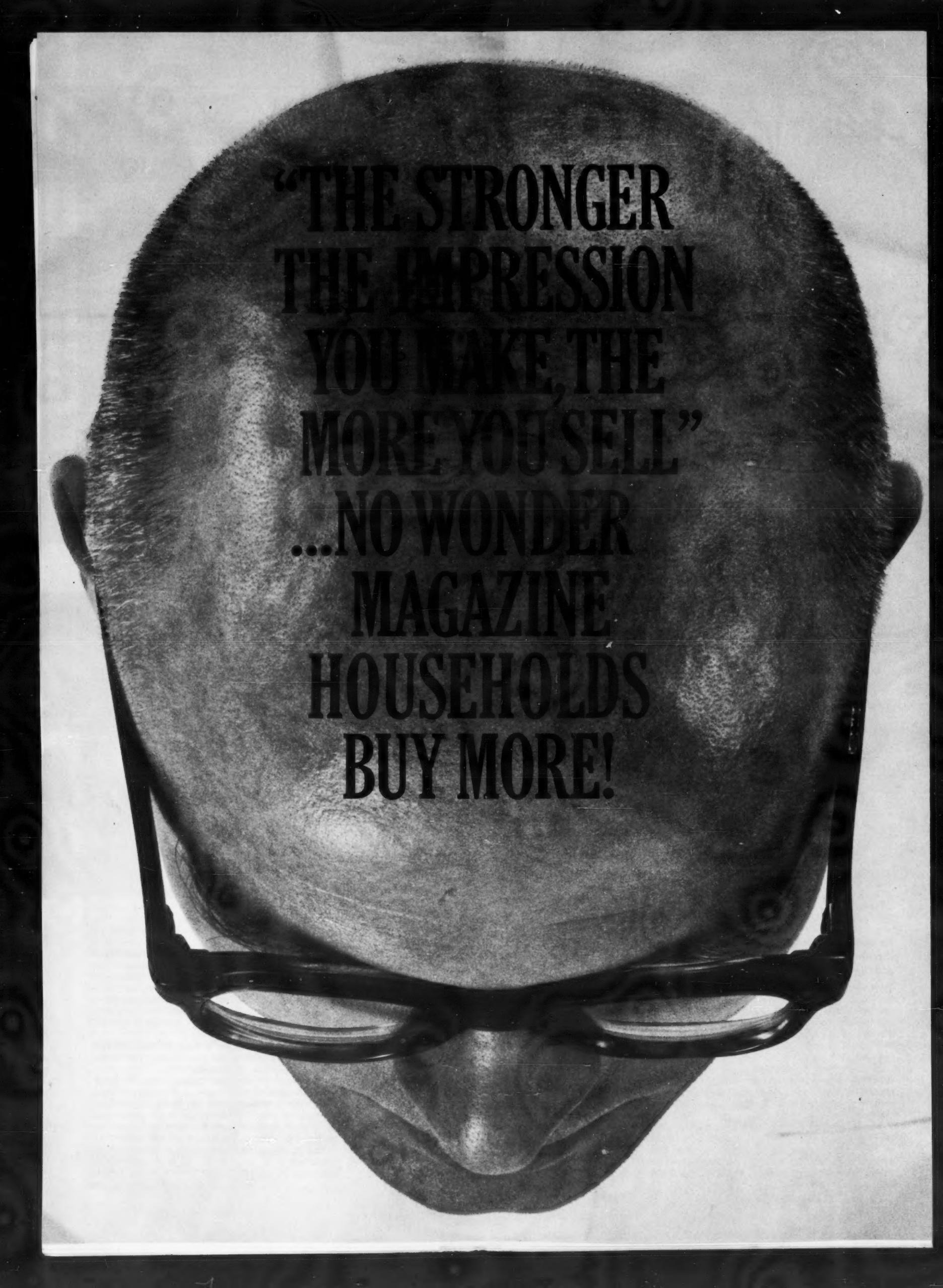
units of refrigerators, washers and air conditioners, amounts to about \$400,000 fob Japan. That amount is a mere 0.4% of the \$1 billion fob Japan total exports of home goods to U. S. and that figure includes the 6 million radios, the 1 million sewing machines and the 5.5 million dozens of flatware.

Lest complacency set in, it must be reported that many sources here do not put implicit trust in the Japanese reports of exports.

Take "electric fans" for instance. Despite existing information, one major U. S. maker of fans ("... there's nobody who can make 'em cheaper than we can...") is concerned about good quality, cheap Japanese fans his field men have reported from the South American market.

The Japanese fan industry is mature, making desk fans in 8, 10, 11, 12, 14 and 16-in. sizes; floor fans in 12, 16, 20 and 24-in.; ceiling fans in

Continued on page 20



**"THE STRONGER
THE IMPRESSION
YOU MAKE, THE
MORE YOU SELL"
...NO WONDER
MAGAZINE
HOUSEHOLDS
BUY MORE!**

You have to win a place in people's minds before you can win today's race for sales.

But—how? How to penetrate the “sound barrier” of claims and counterclaims?

Take a tip from what you're doing this very minute.

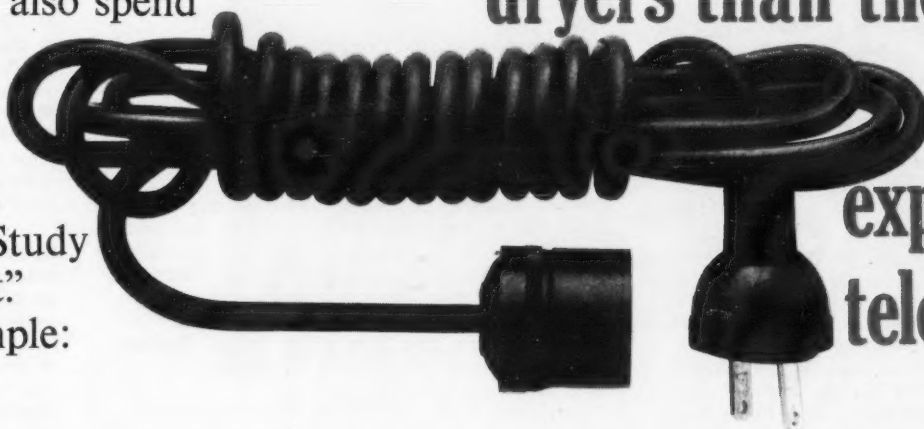
You'll recognize that reading a magazine—unlike merely looking or listening—is an act of concentration. Magazine reading makes you reflect, judge, *really think*. Think of what such impact can mean to your advertising results!

Consider, too, the kind of people who read magazines... people who not only think more about what you say, but also spend more on what you sell!

Just take a look at *how much more* magazine families buy—as revealed by the new nationwide “Study of the Magazine Market.”

For example:

Households with heavier exposure to magazines own 45% more clothes dryers than those with heavier exposure to television!..



That means 1,524,000 more households owning clothes dryers. In addition, heavier exposed magazine households own 18% more room air conditioners; 21% more electric shavers; 14% more power lawn mowers. For product after product, magazines deliver a big Profitable Difference!

To magazines' *impact*, and their power to select your best customers and prospects, add the other magazine values listed below. You'll see why your message in magazines makes more sense to the reader—and so, more dollars for you!

Ask the advertising representative of any magazine, or MAB, for the complete, just-published report, “A Study of the Magazine Market.” The Magazine Advertising Bureau of MPA, 444 Madison Avenue, New York 22, N. Y.

Only magazines give advertisers all these Profitable Differences:

1 Market Selectivity **2** Permanence **3** Color **4** Impact
5 Authority **6** Pace-setting Influence **7** Editorial Environment
8 Regional Flexibility **9** National Coverage

Magazines...For The Profitable Difference



A JAPANESE INVASION IN HOUSEWARES? CONTINUED

EVEN THE JAPANESE ARE DISMAYED OVER THE PRICING OF OUR HOUSEWARES

26, 32, 36 and 50-in.; portable fans in 7½, 8 and 10-in.; ventilating (kitchen exhaust) fans in 10, 12, 16, 20 and 24-in.

"The electric fan is regarded as a star of the export of household appliances," Nippon Kangyo Bank's Research Monthly reports, "and some 20% of production has been exported to Southeast Asia and the Middle East for the past few years." NKB also adds that Africa is being studied as another market. The report stresses that the 16-in. is the big export number.

Japan's fan industry produced 1.5 million units of all types in 1959, worth \$30 million factory sales value, or \$20 a unit average. U. S. production in 1959 was 4.34 million, worth \$155 million at retail, or \$36 retail for the average unit and about \$21 per unit average factory value.

Reports of Japanese interest in electric housewares and appliance exports vary. Our man in Tokyo reports that Toshiba, for instance, has a world market survey indicating that no new home appliance products seem promising enough to warrant commercial production.

Hitachi thinks otherwise, our man reminds us in the same report. President Chikara Kurata told him: "We have something in the van that we may reveal in the near future."

Meanwhile, here's a quote from "Japanese Industry 1959," by the Foreign Capital Research Society and the Bank of Japan: "Of all the electrical instruments and machinery manufactured in Japan, general household electrical appliances have seen the greatest increase in output during recent years . . . This industry has a promising future as another export industry of Japan."

Problems like this would seem to prevent a flood of housewares exports to the United States. But . . .

How do floods get started? Most often American entrepreneurs start them. They can be importers, sole agents, distributors, key accounts, any retailer or merchandiser imaginative enough to create an opportunity based on his knowledge of the holes in the U. S. market.

Most familiar is the deal which begins with an umbrella situation in U. S. merchandising. German hi-fi was launched here by U. S. opportunists who saw room for multi-speaker consoles on the American scene, stated their needs to German industry and created a flood back in the middle 50's. A magic price of \$29.95 was in the minds of the explorers from the U. S. who made the first shuttle runs to Japan transistor radio makers

while domestic brands here were still straining to break \$49.95 and dreaming of the \$39.95 shirt-pocket size.

Starlite Merchandise Co., New York, is currently showing how floods might begin. Starlite, seeing the U. S. TV industry upgrading itself from the disasters of \$129 retail for 14-in. TV portables to an average factory sale price last year of \$140, figured there was new room for a low end in TV. Starlite shopped Japan and has just announced a 7½-in. TV which they've contracted for at \$47.50 fob Japan and which will sell at a price not yet pinned down but reported already at both \$69 and \$89 U. S. retail list. And those prices are first quotes on small production.

There's no flood potential in electric housewares even though some eager explorers have been looking hard.

One of these is Richard Stollmack, president of Transistor World Corp., Toshiba's New York outlet to the U. S. Though he's cut an impressive swath with radios, electric housewares is quite another story with him. "Toshiba makes a full line of traffics, but isn't shipping anything here. They can't compete on price."

Stollmack (and he emphasizes that his remarks are not meant to be derogatory in any way) feels that the Japanese industry could not possibly make it in small appliances for some time. He says they lack "enterprise" and prefer to wait for orders before making a full pass at the market. He feels that for Japan to become a threat, one big manufacturer would have to take the lead, zero in on an item or a price and mass produce to conquer cost barriers. He does not see this happening—yet.

Others have come back from Japan with the same feelings. Mort Kassover of Vim Stores in New York is one. Though his stay was primarily a search for home electronic goods, "Nothing in housewares over there impressed me. They just can't compete." Both men add: "But don't underestimate them."

Another who has looked hard and long at the Japanese market—both as a threat to his own business and as an opportunity for his own business—is Ned Grossberg, president of Century, whose small appliance line carries impressively low lists here: "When Brother introduced their small appliance line four years ago, I figured this was the end of the small appliance business here. Now, I don't think so."

Grossberg feels a Japanese threat is more dangerous to small U. S. makers than to large and

ELECTRICAL MERCHANDISING WEEK

diversified makers. The former could be wiped out; the latter can diversify, he feels, or subsidize their traffics divisions. So, he's looked very hard. He finds their material cost high and their labor factor not important enough. "Even if they get under me by 15%, that's wiped out by freight and tariff and you're right back to my price."

Several smaller manufacturers have told us that they've shipped samples of U. S. electrics to Japan, have had copy samples back from half a dozen makers and have been disappointed on quality, "aesthetics" and cost. One feels that if there is a chance for Japanese industry, it may lie in making of components which go into U. S. goods. No one sees an immediate threat.

Even the Japanese are dismayed by our own housewares prices

We talked with U. S. representatives of Matsushita and Hitachi, both of whom are in the electric housewares business in Japan. Matsushita is especially important since its literature states enormous leadership for its National brand in most home appliance categories. Matsushita's 1958 production claims the following shares of Japanese market: irons, 58.6%; vacuum cleaners, 51.3%; electric fans, 22.2%; flash lights, 50.2%; washers, 30.1%; refrigerators, 20.7%; radio, 19.8%; TV, 18.6%. And Matsushita does about 50% of its gross in household appliances.

Yet, Matsushita is exporting no small appliances here. Spokesmen in the firm's New York offices, pointing to prices in New York papers, said flatly: "We can't compete with these."

Here are the kind of prices which scare the Japanese. They're advertised or ticket prices in papers or in stores during the week of March 14. First price is the level prevailing at Masters, Korvette or Macy's:

- G-E \$14.95 list F60 steam iron: \$9.88; \$7.88 at Vim; \$7.99 at S. Klein. (F60 has been a special since Jan. 1, when list dropped from \$17.95.)
- G-E \$10.95 F34 dry iron: \$7.99; \$7.39 at Dalmo, Washington, D. C.
- G-E \$11.95 F29 steam travel iron: \$8.86; \$7.99 at Dalmo.
- Sunbeam \$17.95 steam: \$9.88; \$9.99 at Dalmo.
- Proctor \$14.95 steam: \$7.88 at Davega; \$7.99 at Vim.
- Universal, \$14.95 8-cup coffeemaker: \$9.89; \$10.99 at Dalmo.

In smaller New York stores, the deal for any of the above, and for most traffics, is a flat one-third off list: ". . . you pick it up!"

If competition on nationally advertised brands is not enough, here's a sample of some retail prices on promotional items found in chain drug stores neighboring the more famous discount houses in New York:

- In Walgreen Drug: "Wonderfry" (Merit) electric skillet, 12-in. with cover and control, \$8.88; "Fostoria" pop-up automatic toaster, \$8.88, and automatic dry iron, \$8.88; 2 to 15-cup "Perk-

SPRAY IRON with \$11 Japan list is star of Okuno Industrial's line at Harumi. Japanese made 2.4 million irons with \$2.50 average factory value last year, sent 145,886 travel models here.



JAPAN'S 'G-E'S' AND 'SUNBEAMS'

| COMPANY | Total Sales in \$ millions* | Volume in light electrics: appl., radio, TV** |
|----------------------------|--------------------------------|---|
| Hitachi | \$380 ¹ | \$144 |
| Tokyo Shibura (Toshiba) | 274 | 180 |
| Matsushita ("National") | 243 ² | 205 |
| Mitsubishi | 178 ¹ | 71 |
| Sanyo | 87 ² | n.e. |
| Fuji | 65 ¹ | 20 |
| Hayakawa | 50 ¹ | 50*** |

*12 mos. through Sept. (1) or Nov. (2) 1959 by Namura Securities Co., Ltd., N. Y.
**Based on percentage estimates by Bache & Co., N. Y.
***Half appliances; half radio, TV
n. e. not estimated

Quik" (Merit) coffeemaker with thermostat and cord, \$8.88; aluminum 8-cup non-thermostat coffeemaker from Enterprise, \$3.33, minus cord; "Fiery Feather" dry, no-control travel iron, \$3.33, by Gordie Mfg. Co.

● In Whelan's Drug: Landers (of Ft. Smith) steam iron, \$7.99; Iona hand mixer, \$8.99; "Coronet" automatic toaster, \$8.88; single-burner hot plate by Barridon, \$1.79, \$2.69 with cord; Iona "Regent" 2-speed blender, \$12.49.

● In Woolworth (all Fostoria): hot plate, \$3.49; automatic toaster, \$8.49; waffle maker, \$7.29; dry iron, \$3.49. Cords: 6-ft., 69¢, 75¢, 95¢.

That's why, so far, there's been little local action on Japanese housewares

What Japanese goods are there around? In most of the above stores, no Japanese goods beyond the instant coffee immersion heater going for 97¢ to \$1.27.

Elsewhere, there are one or two items only. In Newberry's in Long Island's Green Acre Shopping Center, one non-automatic 4-cup coffee percolator called "Newpot" by INUI, "\$5.49 value, now \$3.98." In Macy's, the same pot in 8-cup size called "Pacific," \$4.88, and the closest U. S. pot to it was from West Bend at \$8.98.

The little Japanese merchandise which is in New York stores is found mainly in the "Going Out of Business," "Lost Our Lease," "Everything Must Go," "Up to 60 Off" novelty, souvenir and gift shops on and around Times Square, 34th Street, 14th Street and parts of Fifth Avenue. Importers and jobbers clustered around 23rd Street are sources for these goods. Here are the main items. Prices are dealer costs on quantity buys:

● 6-cup aluminum coffee percolator with cord, \$1.99; 8-cup "Pacific" as in Macy's, \$3.25; electric hair dryer, \$2.88; travel iron, \$1.69; steam travel, \$3.99. The above merchandise looked identical to this reporter whether the brand was "Pacific," "PAC" or any of a dozen others. Prices quoted are pre-deal prices and are not close-outs.

In the same wholesale jobber showrooms were large displays of American brand low-end goods which might represent interesting competition for Japan. Again quantity prices, dealer cost:

● Lasko 12-in. fan, \$11.97; Lasko 20-in., roll-around, \$21.75; Lau 20-in. (\$49.95 list) \$32.97; another 20-in. and a 16-in. by Lau (\$39.95), \$26.37; "Everbrite" auto toaster (Lasko, \$24.95 list), \$6.95, fob N. Y.; broiler by Gala, \$6.77; two-speed La Belle blender by Silver Co., \$16.85; 3-dog frankfurter cooker, \$2.77.

If those prices are not enough to head them off at the pass, there's another important deterrent at retail. This coup de grace is delivered for many mass merchandisers by Stephen Masters, president of Masters discount chain. We asked if he's had any experience with Japanese electrics—other than the Sony radio he does move: "We don't carry any." Why not? "Who needs it? Why should I spend my time selling away from a branded item that will turn 10 times faster. We don't pioneer items. If we did, our costs would be as high as a department store's. We'd have no price advantage. We go for turn. Japanese goods would take four times longer to sell. My men would be less productive. The only reason a guy switches from item A to item B is if he makes more profit on item B. Right?"

Right. What would it take to get Masters interested in Japanese electric housewares? "The item would have to be equal in quality and looks and performance. It would have to have U. S. too. It would have to have a long profit and be at least 25 to 35% under comparable U. S. goods to be worth the time it would take. Japanese goods do not yet have the acceptance to sell by themselves and turn fast," Masters self-assuredly replied to the question.

But even if there's no Japanese housewares competition today, what about 1965?

Industry men here have learned from the radio business, the flatware business and the Christmas tree light business, that anything can happen. There is little complacency. And there is a good bit of long-term thinking among electric housewares executives.



VAC BY MEIDENSHA at \$50 is typical of 450,000 domestics, but unlike 9,541 export models.

Many have projected the possibility of a Japanese breakthrough five years hence. Several have given Japan cards and spades in an effort to construct a picture of how black things could get, in order to begin sketching counter plans right now.

Typical of these is G-E's Willard Sahloff, who bases his concern on one story "which can scare the pants off you."

Sahloff tells of a party of Japanese who were permitted to inspect one of G-E's most automated plants. (Automation of electric housewares manufacture is mentioned by most makers here as the chief line of defense against competition from abroad.) G-E executives were curious as to why the Japanese should be so interested in automation techniques when they already have such a powerful advantage in their cheap hand labor. The Japanese answer went like this: "You consider Japanese only as competitors with the United States. But we also have competition. You think our labor is cheap, but labor in Red China is even cheaper. In order to compete for near markets, we must have both our cheap labor and your automation."

Sahloff drives the point home: "I don't have to draw you a picture of the spot we'd be in if they had both their labor and our automation!"

He applies hindsight from the radio business: "So what if they haven't got quality now. When that first Globe transistor portable came in here in 1954, it was nothing but a tin box. And what do you think of their quality now? These guys have no fear. They took on G-E, RCA, the whole radio business. If the radio industry had not been complacent five years ago, if we'd all pushed for \$29.95 back then instead of settling for what we had, this whole Japanese radio thing might never have happened."

What is Sahloff's answer: "Innovate. Start innovating now. Don't leave them room to compete!"

It is the Japanese ability to register tremendous increases in a few short years that most disturbs industry here. (Their raw transistor production, for instance, began in 1953 with a mere 6,462 pieces, rocketed to 5.7 million units in 1957, 26.7 million in 1958, and passed 70 million last year.) The U. S. Bureau of Foreign Commerce has some staggering figures to illustrate Japan's progress from standing starts in other products:

● Christmas tree lights. Commerce sources say that the Japanese now get about 60% of the U. S. market, and remind those who see hand

Continued on page 24

FIRST THE CENTER



1. New Center Drawer Refrigerator!

- So easy to use . . . see into . . . reach into
- Keeps meat, even hamburger, fresh 7 days without freezing
- Keeps vegetables crisp and colorful
- Frost-Free in all three—Refrigerator, Freezer, Center Drawer

Westinghouse has just begun to break the news of the sensational new Center Drawer Refrigerator to your customers . . . on TV . . . in magazines . . . in newspapers. And, the huge advertising campaign will continue.

Now to make the pace even hotter, Westinghouse brings you 2 new sizzlers designed and timed to give you added sales during your peak selling season! Here they are—a specially-priced 13 cu. ft., 2-door combination, and a 14 cu. ft., completely Frost-Free model.

DRAWER-NOW MORE



RNA-13

2. Deluxe Features at a Low Low Price!

13 CU. FT. 2-DOOR WESTINGHOUSE has separate refrigeration systems for best performance

- Giant 101-lb. Separate Home Freezer
- 3 adjustable full-width, full-depth shelves
- Giant Vegetable Crisper
- Large capacity Cheese & Butter Compartment
- Lift-off Egg and Door Shelves
- Easy-open Door Latches
- Fits in or builds in



RPA-14

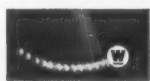
3. Frost-Free...even in the Freezer!

14 CU. FT. WESTINGHOUSE with Frost-Free Cold Injector System

- Separate 161-lb. bottom mounted Home Freezer
- 9-lb. capacity Meat Storage Pan
- Butter and Cheese Compartment
- Lift-off Egg and Door Shelves
- Twin Porcelain Crispers
- Slide-out Multi-position Shelves
- Freezer has Glide-out Basket and Shelf, plus Door Shelves
- Foot pedal opens freezer door
- Doors open full 90 deg. within cabinet width
- No coils on back... unit can be installed flush

They'll be featured in the Westinghouse Value Train Appliance Sale that starts April 25th. Order these new models right away from your Westinghouse Distributor and make those extra sales that prove—

THE BIG



SWING IS TO WESTINGHOUSE

For Quality
For Features
For Value

WATCH "WESTINGHOUSE LUCILLE BALL—DESI ARNAZ SHOWS"—CBS-TV ALTERNATE FRIDAYS

Westinghouse Electric Corp., Major Appliance Division, Columbus, Ohio

EM WEEK'S

HOUSEWARES
FOLIO

A JAPANESE INVASION IN HOUSEWARES? CONTINUED

CAN ANYTHING BE DONE IF IT DOES HAPPEN?

labor as Japan's only advantage that "these are machine-made items. The big U. S. makers turn out 1,200 per minute on automated lines, but the Jap equipment is at least as good as ours and maybe better."

In 1946, the U. S. imported 3,361,000 Christmas tree lights. The figure boomed to 100 million by 1955 and more than doubled to 247 million in 1957, according to the latest Commerce data available. Commerce is now counting by months—as it learned to do in flatware—in order to keep closer tabs. It offers this view of the complete socket-and-cord picture in Christmas tree lights: "In 11 months of 1958, Japan's world exports of Christmas tree cord and light sets reached 2.4 million sets. In 11 months of 1959, it more than doubled to 5.6 million."

● Cameras imported into U. S. amounted to 185,593 units in 1950, soared to 1,034,385 by 1956, and hit 1.5 million in 1959 of which Japan sent a million.

● Flatware: The story starts in 1953 when 883,000 dozens were being imported by the U. S. and amounted to 7.6% of sales here.

By 1955, imports hit 3.6 million dozen and 19.8% of U. S. consumption. Figures more than doubled the following year to 7.9 million dozens and 35.9% of market and in 1957 hit 10.6 million dozen that represented 44.7% of U. S. consumption.

American industry was begging for relief. Japan put a voluntary quota on itself of 5.9 million dozen in October of 1957 and reduced that voluntary to 5.5 million in January of 1958. Commerce began counting by consumption at point of sale here—instead of merely totaling the dozens ticketed for U. S. directly from Japan ports. It found flatware arriving by transshipping

from Mexico, Canada and South America, as well as through normal channels, and the total hit 9.2 million dozen in 1958, the 5.5 million voluntary-quota-year.

On October 21, 1959, the President acted and slapped higher tariff rates on stainless steel flatware imports—but only on those over a 5.7 million dozen quota. The President's Proclamation upped the rate to 60% and 67½% for quantities over 5.7 million, and in no way effected the rates on those dozens valued at over \$3.

The move offered some protection, said stainless steel flatware men here, but "locks the Japanese in for 20 to 25% of the market at low duty rates of 12½ to 17½% ad valorem."

Since 1948, the U. S. Tariff Commission has had 100 applications for relief from American industries under the Sec. 7 "escape clause" of the Trade Agreements Extension Act. Twelve were instituted between July 1, 1958, and June 30, 1959, according to the Commission's latest annual report. Of 17 escape clause findings issued during that time, only one—stainless steel flatware—was acted on favorably by both the Commission and the President.

The Japanese have imposed on themselves voluntary quotas on 15 product categories. Japan's track record on holding quotas is said to be good and "honorable."

What could the U. S. industry do if the Japanese do begin an invasion of the electric housewares market?

The industry here would have a tough time getting relief from Washington. It's rough because Japan plays a major role in U. S. foreign policy, is a key block on the spread of Com-

munist in the Far East, and a strategic military post should the worst happen.

Further, next to Canada, Japan is the second or third best customer for our exports and takes \$420 million more from us than we take from her.

U. S. Tariff Commission officials see U. S. as a market for Japanese luxury and semi-luxury goods, (textiles, cameras, optical goods, transistors, flatware, crockery, plywood) which can be sold only to high income markets like the U. S. And those goods, one official reminded us, are produced by medium and small scale industries which constitute 80% of Japan's labor force.

Despite this anti-restriction policy, Tariff's escape clause would still be the first line of approach for relief.

Other paths are also open to U. S. makers.

Patentable product designs and features are recognized by the Japanese government and infringement suits can be pressed there with cooperation. U. S. Customs is armed with restrictions to keep out patent infringement items. There is patent appeal open to Tariff under Sec. 337 of the Tariff Act of 1930, and there were five cases in the docket in 1959. U. S. makers could not, for instance, patent the steam or spray function in an iron, but can patent the hardware design and the component designs.

Increase of and wider publicity for product and performance standards here are mentioned as further insurance against invader products. Already, Underwriter's Laboratories ("U. L.") approval is important to some Japanese makers and is tough and expensive to get. (The Matsushita man told us it was important to him: "If there were ever a fire caused by Japanese goods which did not have U. L. approval, every paper in the country would carry the story." He added that U. L. was expensive and "political" to get.)

There are other avenues. Radio manufacturers, through Electronics Industries Assn., are seeking their relief from the Office of Civil Defense Mobilization on the grounds that Japanese transistors and transistor radio imports endanger the "defense essentiality" of U. S. electronics.

"Buy American" is one approach too. It is currently being launched by radio makers here. But, as one leading housewares maker told us: "Buy American" gets harder every day. We've got a Japanese firm who wants to make vacuum cleaner bags for us at 14¢. They cost me 28¢ now. Its rough to pass that up when you know there are others around who'll grab it. And I've got a German outfit wanting to sell me for \$4,000 basic machinery which now costs me \$9,000.

We also know of an electronics manufacturer who junked plans for building a plant which would turn out a high demand component for \$1.70. He found he could buy the component—landed in his warehouse—from Japan for 40¢.

Stan Ford of the recently merged Proctor-Silex Company told us that although he sees no danger in direct Japanese invasion at this time, his concern is that a U. S. maker here might contract for goods made in Japan to be marketed under the American brand. This is already happening in radio here and it will be interesting to see if "Buy American" has an effect.

Internationalism is an approach mentioned by several manufacturers who see it happening in other industries which have been hit by foreign competition.

In the words of one executive who chooses to stay off the record: "We're pricing ourselves out of our own and world markets. We'll have to sooner or later avail ourselves of the one advantage they have—namely their labor—by building our plants in foreign markets and shipping our own goods back here."



IN TOKYO, world newsman Yamaguchi, left, asks a question.



IN NEW YORK, writer Cassidy gets an answer.

WORLDWIDE COVERAGE THE STORY BEHIND THIS STORY

In Tokyo, the work began early last fall when the editors of EM Week asked John Yamaguchi of McGraw-Hill World News Far East Bureau to round up all the information he could on Japan's appliance industry. In particular, Yamaguchi was looking for an answer to a question which EM Week's editors had heard posed more and more often in the United States: Is the electric housewares industry the next target for Japan's exporters?

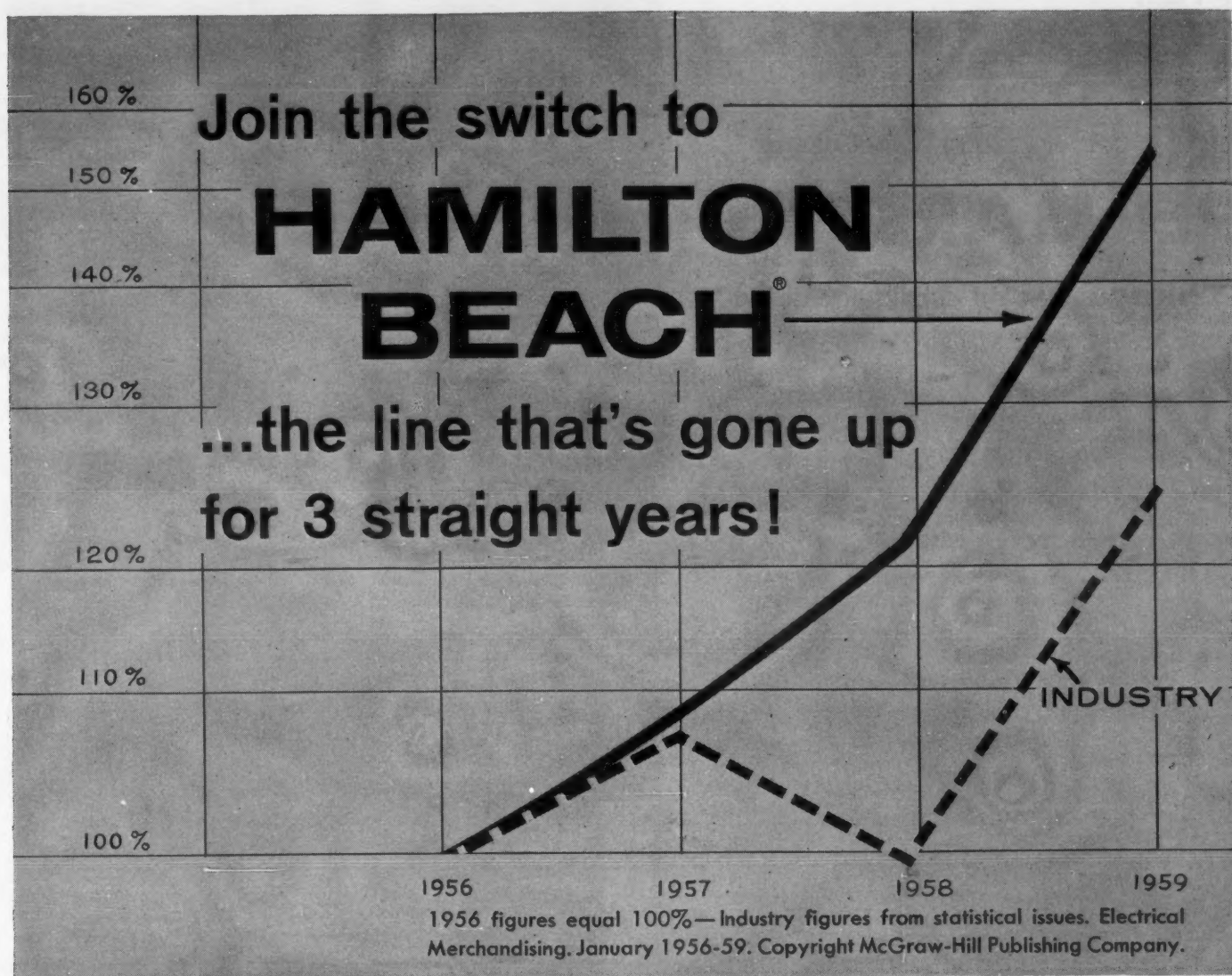
The search for an answer took Yamaguchi into the offices of top manufacturers (like that of Hitachi president Chikara Kurata, above), to trade shows and display rooms throughout Japan, and into Tokyo's Akihabara district where, according to John, "literally hundreds and thousands of discount shops are all lined up with commodities bulging out to the street."

Meanwhile, back in the United States, associate editor Jim Cassidy came back from Chicago's Winter Markets and Housewares Show determined to get an answer to the same question which John

Yamaguchi was working on for us in Japan.

His investigations also involved considerable travel. He visited dozens of manufacturers, distributors and retailers. He haunted the halls of the Customs House in New York and, with the help of McGraw-Hill's Washington Bureau, spent two days talking to government officials in the capital. Then he moved on to conversations with importers in New York and finally plunged into the jungle formed by New York's "tourist traps"—a district as colorful in its own way as is Tokyo's Akihabara. Briefing included analysis of Japanese marketing by visiting inventor-consultant E. Makamichi, president, Makamichi Research, Tokyo.

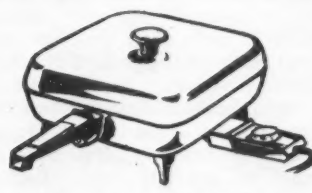
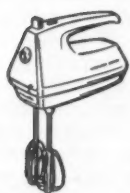
Finally, the reports from East and West were blended into the comprehensive report which appears on these pages. Pictures from Tokyo and statistics from both Japan and this country were added to fill out the story which EM Week considers to be the most complete report ever done on Japan's impact on the appliance business.



AND THE TREND IS STILL UP

*in our golden anniversary year—
 that's why "selling the seal"
 is your golden opportunity!*

- The Only 5 Year Guarantee on a Full Quality Line
- Selling Policies that Assure a Fair Dealer Profit
- Aggressive Advertising and Promotion including full NBC Network coverage on the JACK PAAR SHOW
- New products that come from new ideas

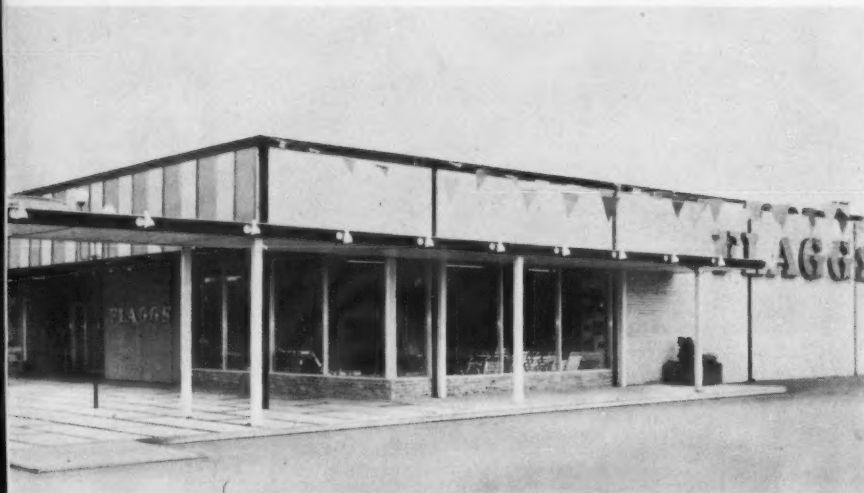


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THEY LOOK LIKE SUPERMARKETS

In Chicago, a retail subsidiary of the big John Plain catalog operation is experimenting with a **low margin, high volume** approach to selling a wide variety of products including **electric housewares**, radio and TV

By GORDON WILLIAMS



ON THE OUTSIDE, Benj. Allen stores look like this. (Flagg's is another John Plain subsidiary and some early stores carried this name; they're all called Benj. Allen stores now.) Incidentally, the name is always spelled that way, never Benjamin Allen.



ON THE INSIDE the big floor space, the fluorescent lights, the aisles, the rows of display racks with backup stock on shelves, the lack of salesmen (except at one attended counter) heighten the illusion of being in a supermarket instead of a general merchandise store.

A woman once marched into a Benj. Allen store, stared for a moment in obvious confusion, then asked timidly for the meat department. The surprised manager promptly directed her to a chain grocery a few doors away.

While that sort of thing doesn't happen very often, company officials weren't too surprised. Benj. Allen stores do bear a close—and intentional—resemblance to supermarkets, both in appearance and in method of operation.

Like supermarkets, the stores—which actually sell 8,000 separate items ranging from stereo, television and fine jewelry to toys and hardware—work on a low margin, big volume basis. Inventory is kept low and replenished frequently. Overhead has been reduced to a minimum. And, like supermarkets, Benj. Allen stores are self-service. Customers select purchases from unattended shelves, then wheel them to checkout counters in shopping carts.

This is the background. The first Benj. Allen store opened in a Chicago suburb in November, 1958. There are now four stores—all in suburban shopping centers—and three more will open in the Chicago area before next September. Eventually, predicts President Robert Calvin, there will be 30 to 40 Benj. Allen stores within a 200-mile radius of Chicago and he concedes the chain could some day go nationwide, although immediate plans don't call for it.

The Benj. Allen name is not a new one. For

nearly a century, the firm was a leading wholesale jeweler. Then, crippled by age and stagnation, the company was sold a few years ago to John Plain & Co. of Chicago, the nation's biggest wholesale catalog merchandiser. Plain & Co. reorganized the Benj. Allen Co. in its present form although the two have remained nominally separate firms with separate officers and policies. Generally, though, Benj. Allen Co. is identified as a subsidiary of Plain & Co.

What Benj. Allen wants in a location. The company's choice of store location reflects its basic operating philosophy. This is how Calvin explains it:

"What we want is a convenience store in a convenience shopping center. You won't find us going into a regional shopping center for a number of reasons. Take appliances for instance. We want to make them available to people right in their own back yard. You can't do that in a regional center."

When Benj. Allen Co. opens a new store, it usually tries to pair it with a supermarket where customer traffic is going to be heavy. "We don't want an isolated store," Calvin declares. "We want our stores where there are going to be plenty of people."

Allen stores follow a pattern; they range in size from 10,000 to 20,000 square feet, all on one floor. Every store is air-conditioned and bright.

Each store has one attended selling counter to handle small, more costly items which would be sensitive to pilferage. All other counters are unattended.

Each Benj. Allen store is staffed with a manager, a few "floorwalkers," several salesmen to handle the attended selling counter, two or more checkout clerks plus stockroom people. A conventional store of this size might need 20 salesmen on the floor. Self-service permits a Benj. Allen store to get by with four or five. This is one way in which overhead is kept to a minimum and profits kept up.

How the stores display. Counter tops are lined with display items, each bearing a specification tag. The shelves of the counter are filled with any number of each of the display items in original factory-packed containers. These specification tags offer a full description of the displayed item, quoting price (both "regular" and Benj. Allen price), special features, uses and a stock number. Customers can examine the display item and its tag, then take the same item in an unopened, factory-packed carton from the shelf and plop it into their shopping cart. Those floorwalkers are there to answer questions.

The attended counter also has some innovations. This counter is just what you would find in any appliance or jewelry store. Here cameras, watches, vest-pocket radios and rifles are displayed.

EM WEEK'S

HOUSEWARES
FOLIOThese Innovations
Help Benj. Allen
Cut Costs

CONVEYOR CUTS PILFERAGE on small, valuable items. They're not stocked on open shelves. Instead you buy them from clerk at store's single attended counter. You get a claim check which is presented for the item, sent from counter by this conveyor.



EASY STOCKING OF SHELVES is possible by this unique arrangement which permits stock man to replenish wall shelves from the rear, an old supermarket technique Benj. Allen has adopted.



DELIVERY TIME from warehouse to store has been cut by use of these wheeled racks which can be moved from truck onto elevator, then into stockroom or right onto the sales floor.

During a busy period as many as a half-dozen or more men may work this counter.

When a customer makes a purchase at this counter, he is given one-half of a claim check. The other half is attached to the boxed merchandise which is dropped onto a conveyor belt that carries it to a checkout counter. There, the customer redeems the item with his half of the claim check and pays for it with the rest of the items he has bought in the store.

Benj. Allen stores sell just about everything. The shelves are filled with children's clothing, outdoor furniture, luggage and sporting goods, garden supplies and much, much more. The stores sell no unbranded merchandise.

Thus far, Allen stores haven't tried to sell white goods, but they may. "We've talked about selling majors," says Calvin, "but they really aren't a convenience item and that's what we're interested in. Let's say we've toyed with the idea but we're still waiting."

The stores do sell television, record players and stereo (RCA, General Electric and Admiral), radios (those three plus Westinghouse and a few import lines), tape recorders (several lines) and traffics (just about every brand you can think of). Plenty of space is given to the phonograph record department.

How the stores price. Pricing is the real key to the company's way of doing business.

All Benj. Allen prices are 25 to 30% below what the firm calls the "regular price." This regular price, Calvin explains, is what is estimated to be the going retail rate rather than a manufacturer's suggested list price. This gives the firm about a 25% overall margin—higher on some items such as jewelry and considerably lower on TV and stereo. Still, it works out to 25% across the board.

The stores work on a cash-only basis. Any financing problems must be handled by the customers themselves. Since most purchases are relatively small this really isn't too much of a limitation and it's another way of trimming overhead.

Benj. Allen Co. does not consider its stores discount houses, instead says its pricing methods are necessary to the supermarket concept to which it adheres.

How they advertise and promote. The Benj. Allen Co. ad department handles promotions and advertising for all four stores. The ad budget is divided between Chicago's four daily newspapers and weeklies in the towns where Benj. Allen stores are located.

Promotions may be on either a chain-wide or on a one-store basis. Since heavy traffic is essential to a Benj. Allen store's way of doing business, local, one-shopping-center promotions are heavily supported.

Despite this, company officials are inclined to

believe their most important advertising medium may be word-of-mouth. "Once people have shopped in our store," a manager explains, "they usually run home and tell their friends about it. That's what we want."

What's ahead for Benj. Allen? "We think we've latched onto something that can be pretty terrific," Calvin says expansively. "It offers a tremendous opportunity for growth and expansion."

The company will continue opening new stores throughout the Chicago area. It soon also may open the first of a number of its stores in convenience center supermarkets.

All Benj. Allen stores are expected to reach and maintain certain levels. First of all, to really achieve a supermarket type of operation, each store must turn over its stock about 15 times a year. That pretty well splits the difference between an appliance store which tries to turn over its stock six times a year and a true supermarket which must turn over its stock 20 times a year. Also, each square foot of space within a store should produce a \$200 volume a year.

Benj. Allen Co. officials realize their idea isn't completely a new one. There have been other stores which, to a degree, have operated—and still operate—on supermarket techniques. But none, they feel, have carried this operating method to quite the degree the Benj. Allen stores have, nor have any tried to carry as immense and varied stock which a Benj. Allen store carries.

WE ASKED TEN EXPERTS . . . 'HOW WOULD YOU SELL AN ELECTRIC CAN OPENER?'

"Put yourself in the appliance dealer's shoes," EM Week told executives of ten firms which make electric can openers.

"You've already got a housewife or her husband interested in opening cans the electric way. Now what would you do to clinch the deal?"

Here's how the experts would do it:

Contrast the new with the old. "These things look familiar? (Hold up a couple of old, beatup hand and crank openers.) Maybe you remember get-

ting an eye full of a dress full of food with these things. Or maybe it was the time when the opener mistook your finger for a can. Remember those jagged edges? Well, now you can put these mechanical monsters where they belong—in the nostalgia file with other relics of a bygone era. (Toss old openers in a basket of junk.) Here's the newest kitchen marvel that mechanizes that last miserable kitchen chore—the automatic electric can opener. (Demonstrate on a blank metal can. Let the customer try it, too.)"—General Electric's Mike Masterpool

Explain what your wife says. "My wife thinks the electric can opener is the greatest thing that ever came along—and her friends do, too. (Every dealer should have an electric opener in the hands of his own wife.) Originally my wife was completely uninterested in electric can openers. But now that she's had it for awhile, she says that it's absolutely terrific. Here, try it and you'll see."—Dominion's John Miner

Hundreds of cans. "Mrs. Jones, did you know that a two-person family

opens over 500 cans a year? If there are two youngsters also, that family will open over 1,000 cans a year. And if you have a dog or a cat for a pet, you'll be opening over 1,500 cans a year. Maybe you've never stopped to count up how many cans you open a year, but you can see that the automatic electric can opener is more of a work saver than most folks realize."—Cory's Lyle Cazel

Compare with other appliances.

"You will get more use out of an electric can opener than you will out of your toaster, your electric fry pan, your waffle iron—or practically any other appliance in your kitchen except your range and refrigerator."—Burgess Vibrocrafters' Don Broeckert

It's a convenience. "The electric can opener is much like the automatic transmission in your car—it's an always-ready convenience that once you use, you'll never want to be without again."—Alliance's George Balough

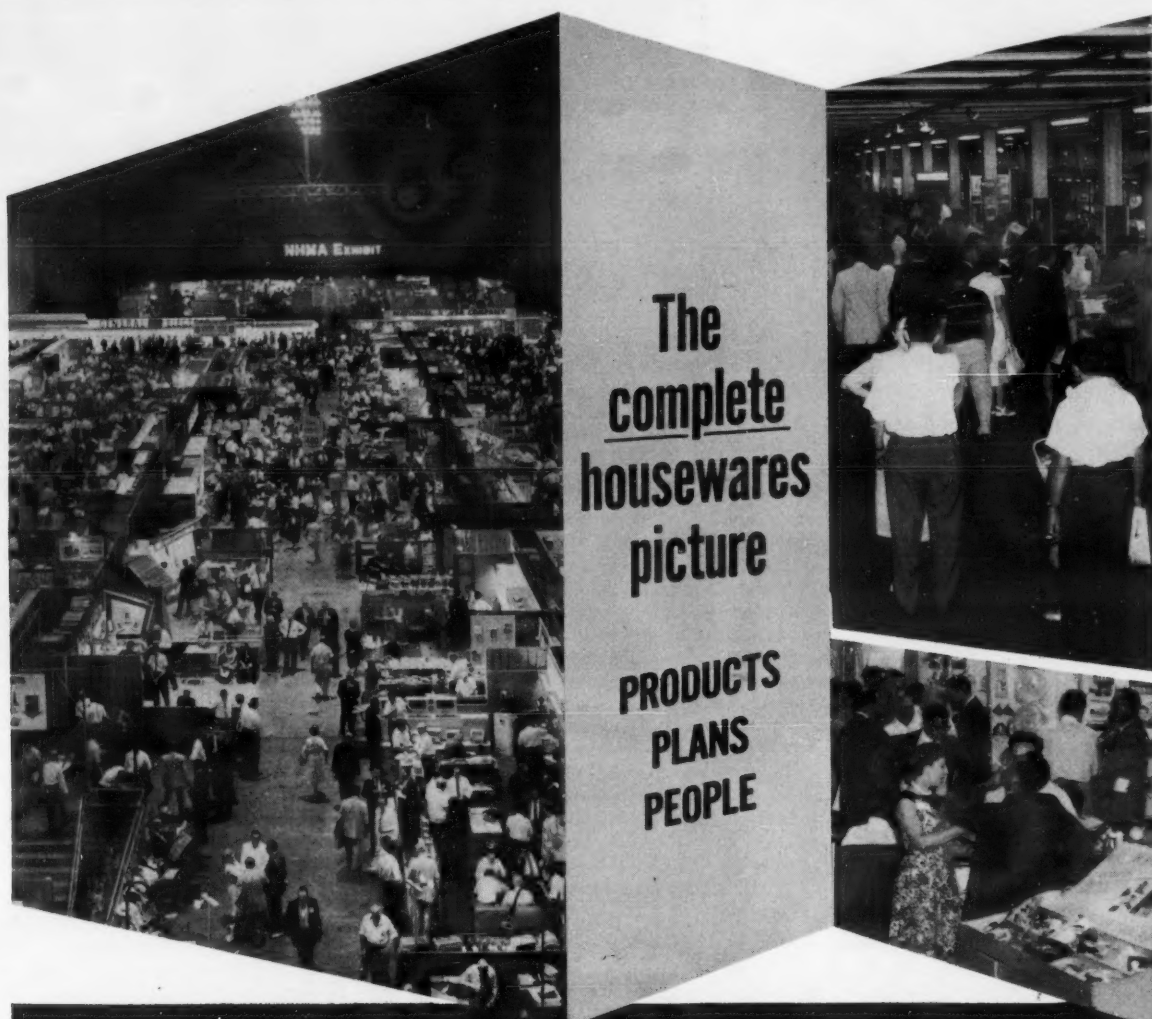
It's a necessity. "An electric can opener is just as necessary today as an electric iron was when it was first announced. In a few years everyone will consider it as an absolute necessity in the kitchen. Be the first in your area to own one."—Hamilton Beach's Bill Gassaway

Saves time and work. "How many times a day do you open a can? Most women tell us four or five times. Now here's a device that will automatically take the chore out of that job—and it's speedy, built to last a lifetime. Try it on this empty can."—Westinghouse's M. Leonard D'Ooge

Revolutionary and safe. "Did you know that metal cans are 150 years old? The electric can opener is the most revolutionary and sensational development in the can industry in all that time. It not only opens any standard can in a few seconds with no work on your part, but it leaves cans with such smooth edges that even children can handle them."—Sunbeam

Modern and beautiful. "Once the average kitchen in this country was a workshop of drudgery. Now most kitchens sparkle with attractiveness, and modern appliances have taken over all the heavy work that a woman once had to do alone. Every woman wants a kitchen that is both convenient and beautiful—one into which she can invite her guests with pride. Electric can openers are the newest breakthrough in modern living. They save time and work—and they are especially styled to blend in with the modern look. They are fashionable and a cinch to operate."—Rival's Carle Shapiro

Sell it as a gift. "Mr. Jones, here's a gift that's bound to please your wife. It frees her from the needless, unsafe drudgery of opening hundreds of cans a year. It's rugged and tough, but styled to a woman's taste. Makes a perfect wedding or Mothers' Day gift, too. Recipients will be reminded of your thoughtfulness every day of the year."—Hunter's Parker Finch.



33rd NHMA
National Housewares Exhibit
July 11-15, 1960
ATLANTIC CITY CONVENTION HALL

Serving the housewares industry since 1938

NATIONAL HOUSEWARES MANUFACTURERS ASSOCIATION

(Incorporated not for profit)

1130 Merchandise Mart • Chicago 54, Illinois

New...right down to the pressroom. Before EM Week (remember those dreary days?) no appliance publication had ever been produced like this. Like what? Like EM Week is, by high-speed, heat-set, roll-fed litho presses . . . on clean, white, opaque paper. And that's just swell — but what does it mean to you? It means our editors and advertisers alike can bring you the news faster . . . without production lag . . . more attractively . . . in an every-Monday, easy-to-read package. New — you bet, and useful . . . which is why every Monday the Pros read

ELECTRICAL MERCHANDISING WEEK



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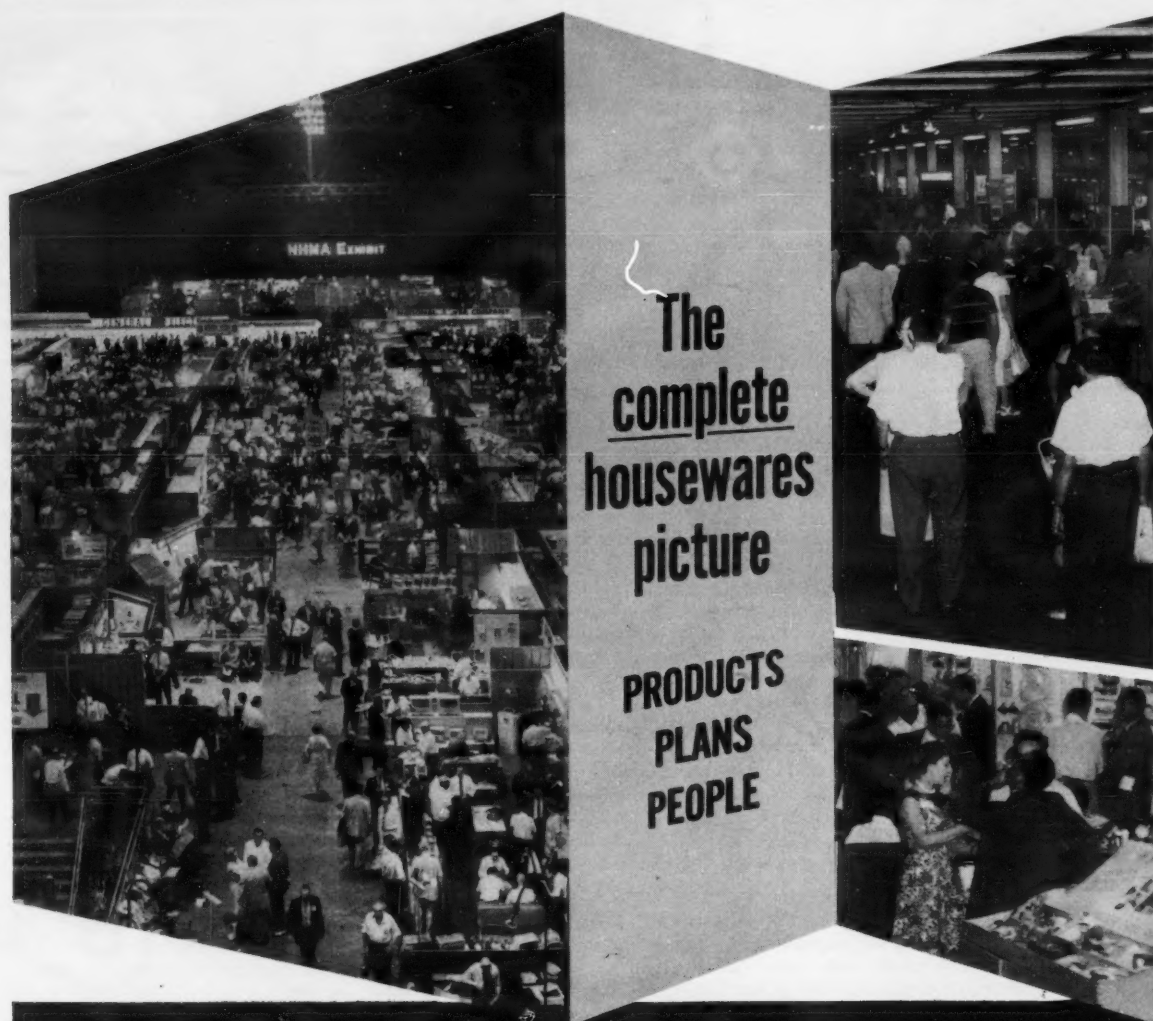
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ELECTRICAL MERCHANDISING WEEK



EM WEEK'S HOUSEWARES FOLIO

BIG VOLUME from small items is possible, say officials of White's in Las Cruces, N. M., if you set it up as a department and assign a regular salesclerk who knows the merchandise well enough to really sell it.

PUSH NEW ITEMS to build housewares volume, say store officials. At Christmas, for example, the store sold out two lines of electric can openers.



They Made a Business Out of Housewares

Surprising things happened when White's in Las Cruces, N. M., decided to stop treating **electric housewares** like stepchildren and give them a **department of their own**.

The department isn't big—all the electric housewares items are displayed on one counter measuring only 4x8 feet—but this 32-square-foot area is the second best paying spot per square foot in the entire store.

"We have a 10 times inventory turn in this department," says assistant store manager Sam Duncan. "When we moved these products from the major appliance department and set them up on a major traffic aisle we were in business. To make sure of that we assigned one of our women salesclerks to take charge of the new department. That's because nothing sells itself anymore."

Housewares don't belong among major appliances, says store manager Jim Morrison. He feels that customers shopping for major appliances usually have their minds occupied with facts and figures concerning one major item. "Furthermore," Morrison contends, "major appliance salesmen don't like to be bothered with housewares items and the majority of electric housewares buyers don't like to buy from them."

Housewares require selling, but not the kind of selling you might expect, say White officials. For example, they say there is no selling involved in showing a customer what she came in to buy—if she's pre-sold on a coffeemaker, she merely wants to make a selection from among the models on display. Selling is involved when the White salesclerk tried to sell that same customer a second item.

First step is to find out what other electric housewares items the customer owns. Once that has been done White's begins selling a second item.

"It's seldom that we make a double sale, but 99 out of 100 come back and buy—and as high as 20% ask us to lay away the second item we've suggested."

It helps if the clerk knows her customers, says Duncan. At White's, the salesclerk assigned to the housewares department can often provide personalized counseling for gift-shoppers, for example.

"Suppose a club has decided to buy a gift

for one of their officers and the group has decided on an electric skillet. The chances are good that our salesman knows whether or not the officer has already bought one for herself—and what she intends to buy next if she already owns a skillet. By offering the group this information we can save them the embarrassment of having to exchange the gift later on."

It's also important to push newer products if you want to build housewares volume.

"If we sold only items that customers came in to buy, irons would account for 50% of our sales. As it is, they are our number-one item unitwise."

But with add-on suggestions White's is able to sell newer appliances even to those who came in for a standby like an iron. At Christmas, for example, the store sold out of two lines of electric can openers.

Besides irons, other top selling products unitwise are coffeemakers and toasters. Top volume producers are portable mixers, skillets and saucepans and fryers.



Ingraham

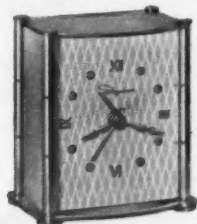
ELECTRIC CLOCKS

*as up to the minute
as the time they keep*



The ADD-A-NAP wakes you, lets you nap, then wakes you again and again. \$6.98.

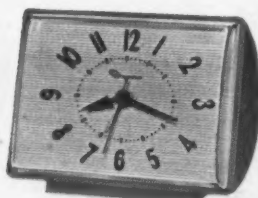
Styling that sets them apart, *definitely*. Accurate, *precisely*. Quiet, *absolutely*. Your choice of models . . . some to wake you . . . others to tell time in tune with the decor of your living room, kitchen, or wherever. See them wherever electric clocks are sold, and *compare*. Lovely gifts to give, or get.



CUSTOM Alarm \$17.95



MODE Kitchen \$3.98



PRELUDE Alarm \$6.98

Since 1831
THE INGRAHAM COMPANY, BRISTOL, CONN.
Laurinburg, N.C. Toronto, Canada

This
is
the
first
of
a
series
of
ads

presenting

Ingraham

Electric
Clocks
to
your
customers
in
the
pages
of

LIFE

ISSUE OF APRIL 25

COURTESY OF WALLPAPER COUNCIL

THIS MONTH'S AD SERVICE IS DESIGNED TO

BUILD YOUR **HOUSEWARES SALES**

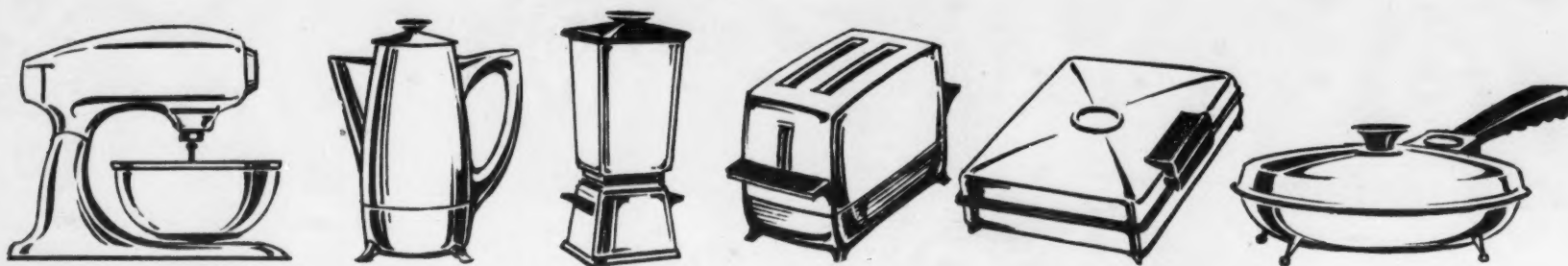
It's the season for selling electric housewares.

And here are the tools you need to build distinctive ads which will identify your store as headquarters for housewares. For tips on how to use these distinctive mats, see page 35.

It's easy to get these mats—and they're free. They're offered to you as an exclusive EM Week service and the

mats are being supplied free of charge through U. S. Steel as an extension of that company's promotional efforts in the consumer durables field. Last month, we were almost swamped by requests for our mats on kitchens—and orders are still coming in. To get your set of this month's housewares mats promptly . . .

Simply fill in the form on next page. We'll send you your mats by return mail.

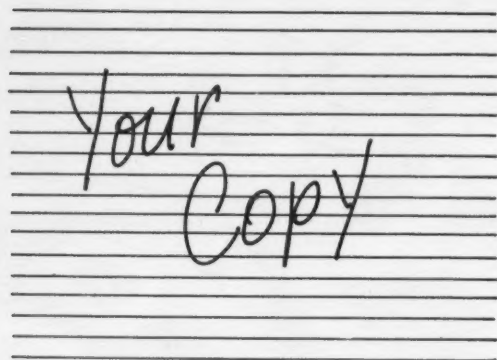


**ELECTRIC
HOUSEWARES**

The Perfect Gift

**FOR MOTHER'S DAY
FOR GRADUATION
FOR WEDDINGS
FOR BIRTHDAYS
FOR ANNIVERSARIES**

SECTION A



SECTION B



Mother's Day



SECTION C



June Bride

SECTION D



The Best Gifts for Mother Are **ELECTRIC**



SECTION E

TO BRIGHTEN YOUR LEISURE

Garden Tools



made of



SECTION F

GIFTS
FOR
Graduates
from
STORE
NAME



SECTION I



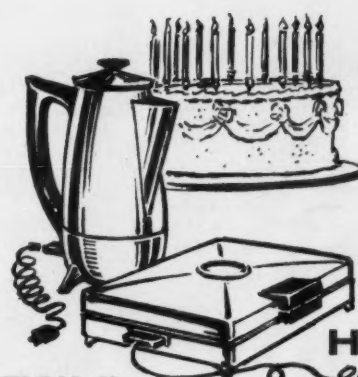
SECTION G

ELECTRIC *Housewares* FOR GIFTS

SECTION H

Most beautiful GIFTS

SECTION J



SECTION K

Make
Birthdays
Brighter
with

**ELECTRIC
HOUSEWARES**

SECTION L

HOUSEWARES

For your

Kitchen

YES, I CAN USE THESE MATS

Please send me a set of the mats illustrated on these two pages. I understand this is an exclusive EM WEEK service for its readers and that there is no charge for these mats. Send them to:

YOUR NAME _____

STORE NAME _____

STREET ADDRESS _____

CITY _____ ZONE _____ STATE _____

After you've filled in this form, mail it to

EM Week's Ad Service

330 West 42nd Street, New York 36, N. Y.

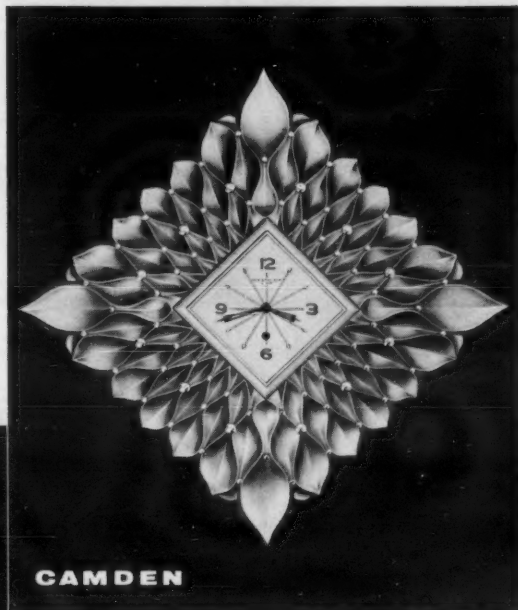
4 NEW DECORATORS

by WESTCLOX!

- New Spectacular Designs—up to 26" diameter!
- Backed by Network Television, and National Magazine ads in full color!
- New Merchandising Aids!

4 new stunning Decorator Wall Clocks...designed to please customers and make more sales at full profit for you. Each is packed with eye-appeal. Each complements both traditional and modern decor.

Ask your wholesaler to show you these new clocks today!

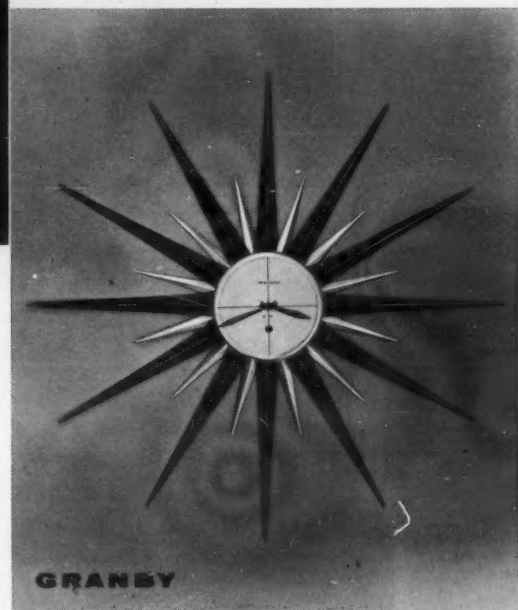


CAMDEN

Magnificent gold-color leaf-design case. Embossed brass numerals. 22" diam.

No. 401 8-Day Keywound
RETAIL PRICE \$22.50
Dealer Cost \$14.04

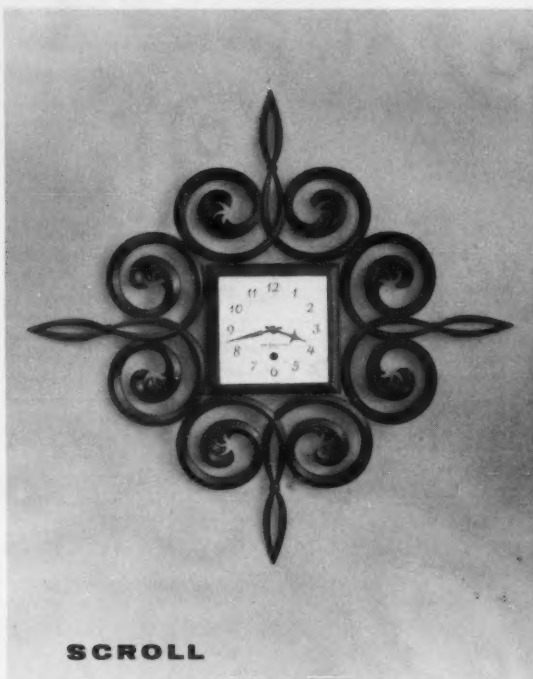
No. 909 Electric. Sweep second hand.
RETAIL PRICE \$19.95
Dealer Cost \$12.45



GRANBY

Brilliant ebony and burnished brass spokes. Lustrous brass dial. 26" diam.

No. 402 8-Day Keywound
RETAIL PRICE \$19.95
Dealer Cost \$12.45

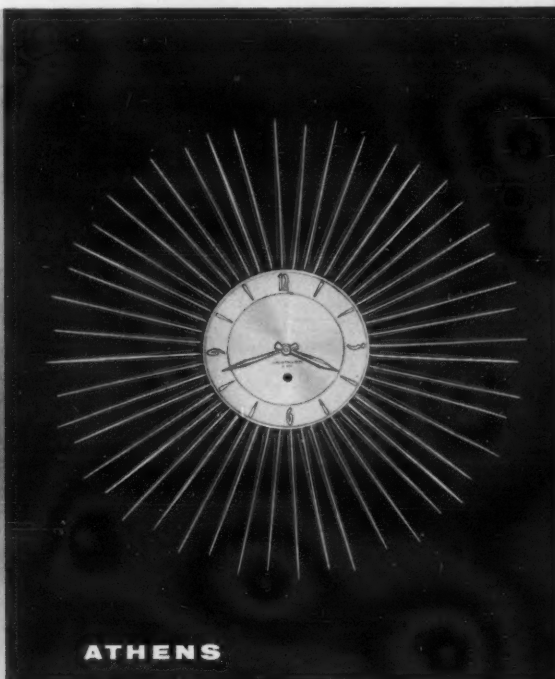


SCROLL

Elegant beauty in jet-black scroll design. Silver-color dial. 22" tip to tip.

No. 403 8-Day Keywound
RETAIL PRICE \$16.95
Dealer Cost \$10.58

No. 908 Electric. Sweep second hand.
RETAIL PRICE \$14.95
Dealer Cost \$9.45



ATHENS

48 gleaming gold color rays, embossed brass numerals. 20" diam.

No. 400 8-Day Keywound
RETAIL PRICE \$27.50
Dealer Cost \$17.16

No. 911 Electric. Sweep second hand.
RETAIL PRICE \$24.95
Dealer Cost \$15.57



WESTCLOX TIMEPIECES ARE FEATURED ON "SPECIAL TONIGHT"
—AMERICA'S MOST POPULAR TELEVISION SERIES.
APRIL 20—"NINOTCHKA"—ABC-TV Network. Westclox hostess, Betsy Palmer

FAIR TRADED FOR FULL PROFIT...

DEPEND ON

WESTCLOX®

WORLD'S LARGEST MANUFACTURER OF TIMEPIECES • MAKERS OF BIG BEN

DIVISION OF GENERAL TIME CORPORATION • LA SALLE-PERU, ILLINOIS

Arvin Millions of Families Enjoy Arvin Products a wonderful world of finer products



RADIOS



PHONOGRAPHS



CAR MUFFLERS



ELECTRIC HEAT



GRILLS

Providing extra measures of pleasure, service and comfort, the Arvin family of finer products is making fast friends with American families in all walks of life. Better product quality is the key to their popularity, whether the Arvin product is a smartly-styled, rich-toned radio;

advanced-design stereo phonograph; longer lasting car muffler; slim-trim electric baseboard heat, or a functionally styled barbecue grill. Look for this Arvin family of finer products at your Arvin dealer's. They are among America's greatest buys.

SEE YOUR ARVIN DEALER • ARVIN INDUSTRIES, INC. • COLUMBUS, INDIANA



all across America, the big A is stimulating sales!
Arvin national advertising presells the family for Arvin dealers

THIS MONTH'S AD SERVICE CONTINUED

HOW TO USE THESE MATS

1. If your local newspaper is printed offset or if you intend to print your own direct mail, you can use the illustrations on the preceding pages as "repro proofs." Merely deliver them to the printer and he'll be able to make up your ad directly from them.
2. If, as in most localities, your newspaper is printed letterpress, you'll

need mats of the ads on pages 32-33. Simply fill in the coupon and mail it to us—we'll send a set of mats by return mail. Your printer can cast them into lead.

3. Remember that none of the ad elements in this service are intended for use all by themselves. They are building blocks which will en-

able you to construct individual ads tailored to your own requirements. You can drop in copy of your own, add mats of products furnished by manufacturers and use your own signature. What we're giving you is a "professional touch" to be used in headlining or illustrating your advertising. Below are just two of the ways to use the mats.

4. Remember we've designed these mats to be versatile. Some of them can be used over and over again but in a slightly different manner each time. Some can be cut apart to fit the space you have or to carry out your ideas. Don't be afraid to experiment. **And if you're proud of the ads you design, please send us tear sheets. We'd like to see them.**

Ask Anybody You Know
They'll say...

"The Best Gifts for
Mother Are
ELECTRIC"

ALSO *Gifts for the Bride*

STORE NAME & ADDRESS

Your Headline

Section E

Your Brand Mats

Copy or Model List

Section A

Section D

Section I

Section A (cut apart)

Section B

Our Newest
ELECTRIC HOUSEWARES

The Perfect Gift

FOR MOTHER'S DAY

FOR WEDDINGS

Many Beautiful GIFTS FOR GRADUATES

Store Name & Address

IT'S BACK! IT'S BIGGER THAN EVER!
 THE BIG, NEW 1960 **Hotpoint**
CARNIVAL of VALUES



**THE HOTTEST PROMOTION ON THE MIDWAY
 REPEATED BY POPULAR DEMAND!**

Here it is—the 2nd Annual Hotpoint Carnival of Values—bigger and better and more powerful than ever! It's the hottest—most complete promotion in town! And best of all, you've got the greatest line of Hotpoint appliances to fill your midway with value-minded shoppers! Plan your tie-in promotion today and get ready for the "greatest show of values on earth!"

POWERFUL NEWSPAPER ADVERTISING



Exciting Carnival of Values product ad mats feature your big top-of-the-line profit-makers, with strong low-end sub-features.

JUMBO DISPLAY KIT



HURRY! HURRY!

**contact your Hotpoint Distributor
 TODAY!**

Hotpoint Dealers' profit opportunities are greater than ever before... If you're not a Hotpoint Dealer, you should be!

Hotpoint

A Division of General Electric Company, Chicago 44, Illinois

ELECTRIC RANGES • REFRIGERATORS • AUTOMATIC WASHERS • CLOTHES DRYERS • CUSTOMLINE® • DISHWASHERS
 DISPOSALLS® • WATER HEATERS • FOOD FREEZERS • AIR CONDITIONERS • ELECTRIC BASEBOARD HEATING





This, believe it or not, is the service department at Halle's in Colorado Springs



CUSTOMER IS ENCOURAGED to look over housewares display while counterwoman inspects her old appliance. After giving her estimate on repair costs, he'll attempt to sell her a new model.

It looks like an electric housewares sales department because most of Halle's housewares sales originate right here. It works that way because . . .

His Servicemen Sell His Housewares

Deliberately designing his service department with electrical housewares sales in mind has paid off so well for Simon Halle, veteran appliance dealer in Colorado Springs, Colorado, that sales doubled the first year.

Halle, a veteran of more than 30 years in appliance retailing, has altered the physical layout of his store in such a way that it attracts a steady stream of small appliance repair customers every sales day in the year. As a result, the serviceman with whom the repair customer has contact can make the most of every sales opportunity.

Most housewares sales are made in the service department. "We sell some electrical housewares out in the main showroom, of course," Halle indicated. "Particularly where the customer has come in specifically for a toaster, a waffle iron, a mixer, etc. Sales of this kind, however, are just a drop in the bucket compared with what the repair department, at the left side of the store, can accomplish. The housewife who brings in an out-of-commission small appliance for repair is the world's best prospect for a new small appliance purchase—and, consequently, we have made it easy for every mechanic to capitalize on the fact. Our servicemen are first and last repair mechanics—but in between actual repair jobs they are salesmen, and glad of the opportunity."

Halle's theory is expressed in the unusual arrangement of the store, which consists of a 60x35-foot main showroom, out in front, backed up by the credit and bookkeeping office, a model kitchen display on one side, and on the other side, around the corner through a connecting archway, a completely separated service department. The corridor which connects the showroom with the service department is a six-foot-wide areaway with the counter on one side, giving the customer a clear view into a narrow 80-foot-long service shop.

The wall opposite the service counter and the side wall of the areaway, are made up entirely of bright yellow display shelving on which are

shown upwards of 150 new small electric appliances, all within a step of the service counter. The Colorado Springs appliance dealer has picked each appliance shown on the basis of long-term satisfaction and quality, rather than the manufacturer's brand, with the result that there is a sharp contrast in brands from item to item, throughout the inventory. "A quarter century of repair experience has taught us which manufacturer puts out the best mixer, the best automatic toaster, the most reliable coffeemaker, etc.," Halle said. "For that reason, we often surprise our customers by the fact that each line isn't represented in full. It's a good sales point, and one which the service department can put to use in customer contact."

Because she arrives at the service counter, literally surrounded with brand-new, gleaming small electric appliances, the repair customer is a ready subject for sales, particularly where the appliance she has brought in for repair is going to prove to be an expensive job.

The routine followed varies from customer to customer but for the most part begins with an invitation from the serviceman to look over a brand-new version of whatever appliance the repair customer has brought in, while the latter is being checked. For example, if the customer has brought in a waffle iron which has ceased to operate, the serviceman on duty points out "this year's model" on the shelf nearby, and suggests that the customer look it over while he inspects her waffle iron, either on the counter or on a big, elaborately equipped test bench, along the wall. Most people respond to the suggestion, inasmuch as they have a few minutes of time on their hands.

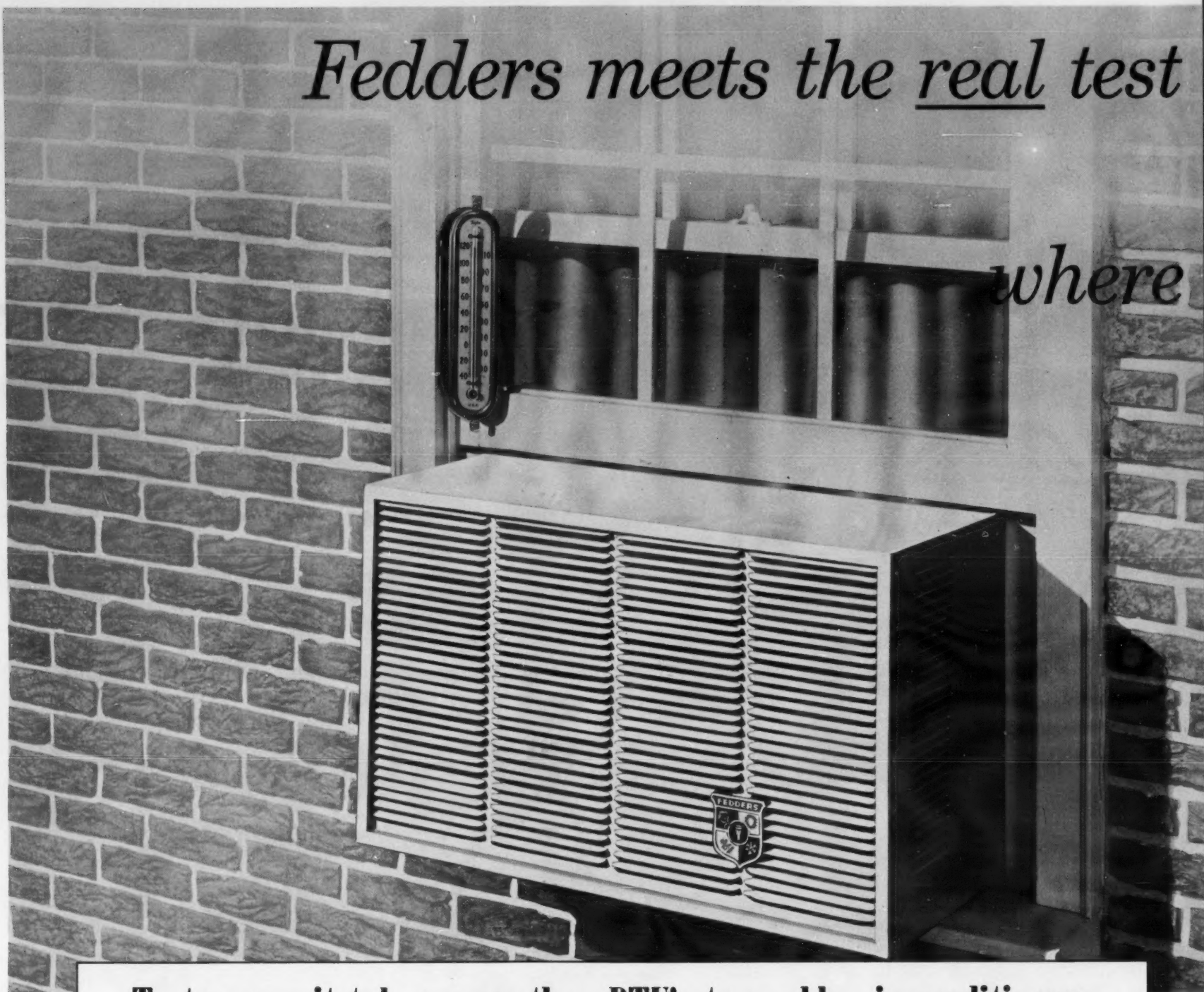
Then, whether the repair job necessary to put the old appliance back into fully operational condition is expensive or not, the serviceman "changes hats" and becomes a skillful, well-trained salesman. He gives the customer an accurate accounting of the troubles which the old waffle iron has experienced, totals the expenses

involved in repairing it, and concentrates on the features of the new appliance which the customer may find well worth the difference in cost between the repair of the old unit and the purchase of the new one. Such refinements as automatic cut-offs, warning lights, removable griddles, long guarantees, brand names, are all brought into the picture. Naturally, the amount of resistance which the serviceman-salesman encounters is always in inverse proportion to the cost of repairing the old one. Still, even where a non-functioning appliance has been found to require nothing more than the replacement of a single electrode or a new cord, small electric appliances up to \$40 have been literally "sold over the counter" in a few minutes time. Where the expense of the repair job is enough to dismay the customer, amounting in some cases to as much as the original purchase price of the appliance, Halle's can count on a "shoo-in-sale."

To help his servicemen sell, Halle schools them in the arts of salesmanship, with a weekly sales meeting, in addition to a monthly all-store employee meeting at which small electric appliances receive a fair share of attention. Two servicemen, who spend most of their time in the store in active repairs, of course, are best qualified to judge the comparative merits of one small appliance over another, and speak with a conviction which transfers itself more solidly to the customer. Inasmuch as the serviceman usually embellishes his sales talk by pointing out the internal electrodes, controls and design features of the old appliance, with details on the improvements which have been built into the new one, there is a "technical angle" which even women can appreciate. It isn't unusual for the serviceman to sell a small appliance from the top price bracket to a customer who was appalled to find that a \$3.50 service charge would be required to fix up the old one. Which all adds up to one thing: If you can get a customer at the "right" psychological moment, you can sell her. Ask Simon Halle. He's found the moment. And he sells.

Fedders meets the real test

where



Tests prove it takes more than BTU's to enable air conditioners to work under the brutal outdoor Sun Load they're subjected to on every sunny summer day

If the U.S. Weather Bureau reported summer temperatures taken in the sunshine, as widely as temperatures taken in the shade (which is what they record in daily weather reports), you'd understand why BTU's alone can not assure cooling power on a hot summer day.

BTU's are measured in a laboratory...with "outdoor" temperature set at 95°. But in the real outdoors, up against the wall of a sunlit building where an air conditioner operates, it's from 15° to 20° hotter than that—often as high as 115° when the official Weather Bureau reports temperatures in the nineties.

The difference represents Sun Load. And that's what air conditioners have to overcome to cool effectively. Unfortunately, "95-degree BTU's" don't always do the job under a 115° Sun Load.

In competitive laboratory tests against air conditioners with similar BTU ratings, a Fedders pulled indoor temperatures down...held them down with the "outdoor" temperature set at 115°—actually reproducing Sun Load conditions. Other air conditioners tested failed to cool as well...or turned themselves off altogether to prevent permanent damage from overheating.

Every Fedders is engineered to cool effectively in 115° Sun Loads

7,000 TO 19,000 BTU's . . . PLUS COOLING POWER A'PLENTY WHEN YOU NEED IT MOST

for air conditioners—out in the sun
 it's usually **20** degrees hotter
 than the official weather report

Engineered...manufactured...tested to cool effectively at 115°
(That's 20° hotter than the temperature at which BTU's are rated)

No matter in which part of the country you do business...no matter what your local summer temperatures are "officially"...no matter what size room you're trying to cool (or what BTU rating you're trying to cool it with), you can't overlook this basic requirement for good air conditioner performance:

The ability to cool effectively when it's 115-degrees outdoors.

Even though the official Weather Bureau Report lists temperatures in the nineties, air conditioners on sunlit window sills are fre-

quently battling a 115-degree Sun Load. This is as true in Minnesota as it is in Florida. If an air conditioner is not engineered to meet this condition, its compressor cuts out...it's just blowing hot air around.

This can't happen with Fedders Air Conditioners: *Every model is engineered...manufactured...tested to cool effectively when it's 115 degrees outdoors.* Over and above its high BTU-rating, it can meet actual operating conditions under summer Sun Loads.

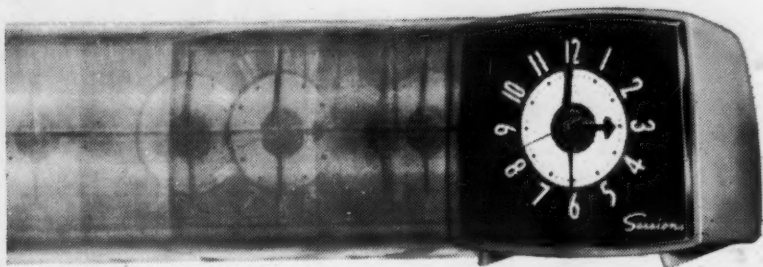
That's why Fedders dealers all over Amer-

ica will be able to exploit these important facts about your local weather in window displays...store promotions...newspaper ads. And that's why customers will be asking you, when you talk about BTU's: "*But will those 95° BTU's cool when it's 115° outdoors?*"

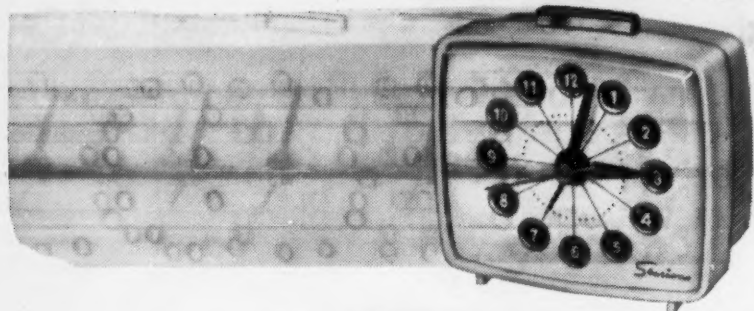
Fedders Air Conditioners, the most complete line ever offered—leader models... custom models...year 'round heat pumps... casement models—are still available at pre-tax prices. So act fast if you want those 20 extra degrees working for you this summer... *instead of against you.*



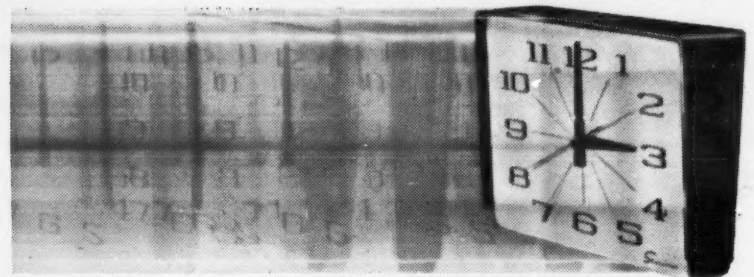
FEDDERS *World's Largest Selling*
AIR CONDITIONER



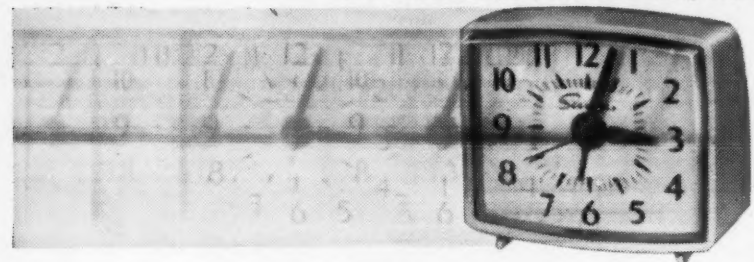
Moonglow: Lighted dial! No bulb!



Doze-Alarm: Alarm repeats! Again and again!



Debutante: Slopes from wall! Easily seen!



Sessionette: Pocket-size! Pocketbook-pleaser!

Most Dynamic Movement in Clocks!

(Watch them go!)

The movingest clocks you can stock! Here are just four guaranteed profit-makers! **Moonglow:** Beautiful bedroom clock with Panelescent® face. Casts a soft glow evenly distributed over entire dial. No bulbs, tubes, filaments or cathodes. Costs less than 1¢ a year to operate. Long-lasting. Provides easy dial-reading even from across a room... and it's the lowest-priced clock now offering this feature. Ideal for children's rooms, too! **Doze-Alarm:** Kindest clock in the world! Rings pleasantly once. Reminds itself ten minutes later and rings again... and again... and again. Just right for the man with "no get up and go." **Debutante:** Striking kitchen clock slopes at an angle from any wall. From anywhere in the room, its dial is in easy, convenient sight.

Sessionette: Cunning miniature that's perfectly "fitting" for travel or table. Popular, pocket-pleasing price.

P.S. Don't forget LOVE-ALARM, the most famous clock in America. The only clock in the world that can wake only one—let the other sleeper sleep! It's pleasing, it's patented, it's part of the hottest line of clocks around:

Sessions '60

®Panelescent is a Sylvania copyright name for Electroluminescence.

BROCKWELL says 'Selling Parts Pays Two Ways'

Many servicing dealers make money two ways on what some others deem a nuisance: over-the-counter parts sales.

It's true you'll not get rich selling parts, but who can say how many new appliances those I-fix-my-own fellows will in time buy from you. So why not be prepared to accommodate every potential buyer who enters your store?

If you usually refer parts customers to another local shop, it might not have occurred to you that on-the-spot transactions of this kind can, without payroll additions, put a losing service department in the black by raising its gross income (and profits in proportion) as much as 50%—and with little or no effort on your part.

To make the most of this business it's important to remember we're talking about on-the-spot parts sales. That's why someone other than your serviceman should handle these sales. You risk losing these customers if you ask them to return early next morning or late the same afternoon for parts when the serviceman's on hand to get them. Besides, to pay his own way, your serviceman must be kept occupied at his highest skill.

A clerical worker, man or woman, can be shown by your serviceman in less than an hour how to sell parts and enter back orders for items not stocked. It's as simple as 1, 2, 3.

Suppose, for example, a customer wants a new rackbar for his own washer. He must, of course, state the model and serial numbers and the make of the machine in order for your clerk or anyone else to select the right part. Three easy steps follow: (1) the clerk opens the parts catalog for that appliance to the page where repairs for the model in question are illustrated or described; if he is incapable of selecting the item himself, he asks the customer to point it out; (2) the clerk notes the part number and attempts to verify it in the price list; if the part has been discontinued or superseded, the numbered price list entry will so inform him or refer him to the revised part number; and (3) the clerk either selects the item from the storeroom or back-orders it—if the customer is willing to wait.

In offering the foregoing suggestions we presume you already have a complete, up-to-date set of parts catalogs and corresponding price lists for use in the store and that your parts stock is logically grouped and every item in it adequately labeled. If these preliminary steps still lie ahead of you, you might find helpful also the suggestions in the two service columns which preceded this one in earlier issues. (EM Week, Feb. 1 and March 7).

We haven't space here for a sure-fire timesaving hint on handling parts sales. Watch for it in a forthcoming issue.

ABOUT THE AUTHOR—P. T. Brockwell's experience in the service field has earned him a wide following among appliance dealers.

CONVENIENT

EVERY-MONDAY
FREQUENCY...
EASY-TO-READ
EDITING

SPECIALIZED

WRITTEN ABOUT
THIS BUSINESS ONLY...
BY PROS FOR PROS

NEWS IN DEPTH

ALL THE FACTS,
AND WHAT THEY MEAN
TO YOU



EVERY MONDAY THE PROS READ

ELECTRICAL

MERCHANDISING WEEK



NOW

you can
sell both chest and
upright advantages
with the all-new...

**616 lb.
USABLE
CAPACITY**



Model FR18A

2 in 1

HOTPOINT SPACE AGE 18 FREEZER WITH NEW HOTPOINT WONDERWALL

- ★ 382 lb. capacity upright section above gives quick accessibility to foods used most!
- ★ 234 lb. capacity "swing-out" basket section below for long term storage of bulky items!
- ★ One inch of new Hotpoint Wonderwall does the work of two inches of ordinary insulation—and only Hotpoint has it!
- ★ All shelves fast-freezing—new Magna-Seal doors—built-in design—many other features!
- ★ Ask your Hotpoint Distributor about how easily you can sell both chest and upright prospects with this one appliance!

HOTPOINT DEALERS' PROFIT OPPORTUNITIES ARE GREATER THAN EVER BEFORE... IF YOU'RE NOT A HOTPOINT DEALER, YOU SHOULD BE!



Hotpoint

A Division of General Electric Company, Chicago 44, Illinois

ELECTRIC RANGES • REFRIGERATORS • AUTOMATIC WASHERS • CLOTHES DRYERS • CUSTOMLINE® • DISHWASHERS
DISPOSALLS® • WATER HEATERS • FOOD FREEZERS • AIR CONDITIONERS • ELECTRIC BASEBOARD HEATING

Features of General that spe



**"THE PROOF
IS IN THE PICTURE"**

Another reason why your customer's
best buy in TV is General Electric's
Golden Value Line of the 60's.

General Electric 23" TV It give you something specific to sell!

Everybody's talking 23" TV. Here's how to make real sense—and real sales. Just tell and sell the big five consumer advantages of General Electric 23" TV.

1

A special safety glass, not fused to the tube, which functions as a glare ejector by deflecting glare down at the viewer's feet.

2

A new shielded electron gun which improves focus, prevents interference from external fields.

3

Better styling—afforded by non-fused safety glass which accounts for the attractive "square look" and theatre-screen effect.

4

Lower replacement cost since your customers need only replace the tube, when necessary, or the safety glass when necessary—not both.

5

No more "bug-eye" look from unsightly convex glass. Screen is practically flat like a movie screen.

CALL your General Electric Distributor—stock up now! And make sense—and sales—out of all the excitement about 23" TV. General Electric Company, Television Receiver Department, Syracuse, New York.

Progress Is Our Most Important Product

GENERAL  **ELECTRIC**





This Texan Goes After Custom Lamp Customers

Sidney Murrie, shown at left with his wife, thinks he's found a natural plus-profit extra for a service center specializing in small-ticket appliances. Custom lamps.

They can add \$10 to \$100 to the purchases of 25% of your customers, Murrie has found. And that adds up in his case, since he has enough customers at Murrie Appliance Service, San Antonio, to keep 18 servicemen busy.

It's easy—to go into and to learn—Murrie says. And the appliance repair business brings lamp customers right to your door. Only things you need: Someone with a

little artistic originality, a relatively small investment, ordinary tools.

Murrie went into lamps almost by accident. A friend who specialized in custom jobs fell too ill to continue working. Murrie had space next door, so he moved the friend's operation there, keeping the old name, Lampcrafters. Making his new specialty known was easy: Murrie added an extra line to his repair ads.

The ads drew customers—but Murrie's repair business drew more. Since his center was a factory authorized repair station for nearly all small appliances, it drew contractors and interior decorators from all over the county. When they came in, Murrie told them about his custom lamp place next door, and invited them over to take a look.

Mrs. Murrie helped him by running Lampcrafters. She met the contractors and decorators Murrie brought over, showed them the stock of shades, parts and ready made lamps.

Murrie had another helper: A man who had worked for Lampcrafters when his friend ran it. A man who had the originality he was looking for.

But it's not always necessary to look for outside help, says Murrie. "Any appliance repair business with a dozen or more repairmen is almost sure to find someone right there who can do the job. Making lamps is simply a matter of putting parts together. It takes common sense."

Customers usually have a pretty good idea how they want their lamps made. And lamp trade journals can give you suggestions, says Murrie.

**FOR THE WIDEST SELECTION
OF THE MOST WANTED
APPLIANCES**



GraybaR



GRAYBAR ELECTRIC COMPANY, 420 LEXINGTON AVENUE, NEW YORK 17, N. Y. • OFFICES IN OVER 130 PRINCIPAL CITIES



CUSTOMERS USUALLY FURNISH the item they want made into a lamp. Here, Murrie and one of his men look over a wallpaper die made of wood.

A \$4,000 investment can set any appliance center up for full-scale business in custom lamps, he asserts. Even \$2,000 will make a good start. What should you buy? Big shade stock, parts, brass bases.

The business has no hazards, Murrie claims. The potential one—breaking customers' fine objects while drilling holes in them for wiring—can be avoided by disclaiming all responsibility in the first place. Or, if you're particularly worried about a glass base, you can let a glass worker do the drilling.

Powerful-Quiet

YORK

Room Air Conditioners for 1960

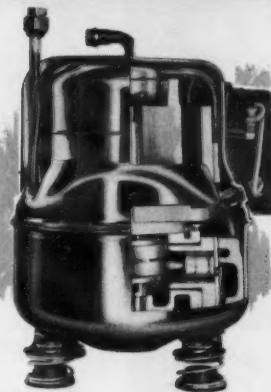


NEW

Powerful Dual-Thrust Compressor Plus New Acoustic Design Up Cooling Efficiency, Lower Sound Level!

Again York brings you big blue chip exclusives to swing sales your way! Exclusive Cooling Maze Coils that remove 30% more humidity from the air . . . and you can prove it right on the floor! New Dual-Thrust Compressor that delivers more cooling BTU's per kilowatt than any other. New type

sound isolators, twin mufflers, and acoustically designed air passages that reduce operating sounds to a whisper! A heavy-duty Hygienic Filter that removes dust, dirt, and pollens. All yours for '60 in the most salable, demonstrable line that York has ever produced!



NEW Power-Packed Promotions!

Real "exciter" events to tie you in with the hard-hitting national advertising! Big ticket prizes, free gifts, smashing price appeal to

really pour in the traffic! Sure to give you maximum exposure for the red hot '60 line of York Room Air Conditioners!

3 New Models With a Built-In Dividend For Every Customer!



YORK Adventurer
Tiny, light, powerful!



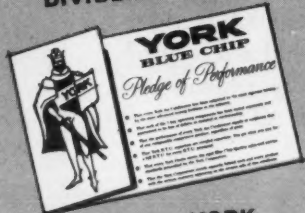
YORK Discoverer
Styled to flatter any room!



YORK Conqueror
For big multi-room cooling!

All York units are tested and rated in accordance with both NEMA and ARI Standards

**YORK BLUE CHIP
DIVIDEND FOR 1960**



Exclusive YORK

Pledge of Performance

Offers the most rewarding sales and profit opportunities in air conditioning today!

York Puts More Into Every Unit, So You Get More Out of It.

YORK

YORK CORPORATION, SUBSIDIARY OF BORG-WARNER CORPORATION



**BORG-WARNER
RESEARCH &
ENGINEERING
MAKE IT BETTER**

MAIL COUPON

General Sales Manager
Packaged Products Div.
York Corporation
York, Pennsylvania

EMW-4-11

Gentlemen:
I'm interested. Send me full details on the dealer profit line for '60.

MY NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

Air Conditioning, Heating, Refrigeration and Ice-Making Equipment • Products for Home, Commercial and Industrial Installations

PHILCO SIZZLER!

Brand-new 11 cu. ft.* family-size refrigerator to sell for under **\$200!**

Separate 1.41 cu. ft. freezer holds up to 50 lbs. of foods

FULL-LENGTH STORAGE DOOR

**PHILCO
SUPER
VALUE**

Philco brings you
the hottest
traffic builder
of the year!

- Meat Locker/Chiller Drawer
- Full-width porcelain Crisper
- Exclusive Butter and Cheese Keepers
- Sturdy metal shelves
- Milk shelves for ½-gal. cartons
- SunTone interior
- Philco 5-year Warranty
- Available in left-hand doors at no extra cost

We built this new 1960 Budget-master so you could sell it, profitably, at a really sensational budget price! Get all the details on it today!

11 RS 00 *11 cu. ft. total storage, gross NEMA—10.5 cu. ft. total storage, net

CALL YOUR PHILCO DISTRIBUTOR—RIGHT AWAY!

PHILCO®



Famous for Quality the World Over

NEW PRODUCTS

FEATURES THIS WEEK

Speed Queen adds an automatic and improves wringer washer line • National disposers • Fedders remote air conditioner • Homoko 1960 garden tools • Sears eye-level, double-oven, free-standing range



SPEED QUEEN AUTOMATIC A27A



SPEED QUEEN WRINGER WASHER

SPEED QUEEN Washers: Medium Priced Deluxe

A medium priced deluxe washer No. A27A has been added to Speed Queen laundry line. This all-fabric washer is similar in design to the top-of-line A28A, but it has no "conditioning center," stainless steel tub or lid lock which are featured exclusively on the top model.

Programming on the A27A is accomplished through use of 3 flip action pushbuttons which provide a choice of 2 basic settings; when all switches are "up" the wash temperature, agitator action and spin speed are set for normal fabrics including cottons, linens, denims; in "down" position, delicate fibers, such as wash-and-wear, are laundered gently; for silks and woollens, timer dial is set to "special cycle" for extra gentle care; in addition a separate "no spin" switch is provided for washing drip-dry fabrics without spinning; cold water wash and rinse can be used

with any cycle for fabrics requiring cold water temperatures.

Other features include a flip-top lid, hinged for easy service accessibility; partial water fill selection for small loads; 4-way lint removal; comes with or without suds-saver attachment.

Two other changes incorporated in Speed Queen's automatic and wringer washer lines include a cold water wash and rinse that can be used with any cycle which is being added to deluxe models.

On the wringer washer line a special lint catcher and soap dispenser has been added; the cup-shaped device fits over the agitator and has proven effective in filtering out lint, threads and other pieces of sediment which gather in wash water. This will be standard equipment on models A91 and 80. **Speed Queen Div., McGraw-Edison Co., Ripon, Wis.**

KENMORE Range

A free-standing range that combines beauty and convenience of built-ins with efficient compactness, called

SEARS, ROEBUCK "KENMORE X" RANGE



Kenmore "X" is announced by Sears.

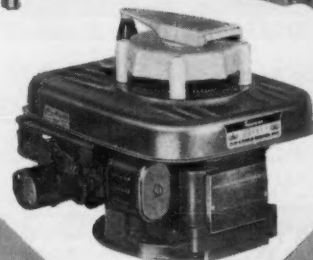
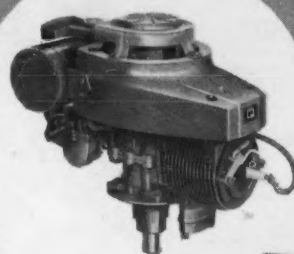
Features include 2 eye-level, chrome lined ovens, the larger equipped with triple-spear rotisserie; 4 high-speed surface units have infinite heat control. Entire unit nests on storage base 36 in. wide. Both ovens can be used for broiling; large oven is governed by a simplified, 2-step clock that can turn it off or on at preset time. Ovens and broilers, thermostatically controlled.

Highlight is a MicroMatic unit that thermostatically controls temperature of pan; range surface height is lowered to 32 in. for greater convenience. Plugs in like any free-standing range; can be repositioned.

36-in. wide unit; front located surface units; slide-out top usable in any position; separate oven lights. Sears, Roebuck & Co., 925 So. Homan St., Chicago 7.

TECUMSEH-BUILT ENGINES

the heart of America's most popular garden equipment



Tecumseh's outstanding engineering and production skill is proven in over 40 million compressors for refrigerators, freezers and air-conditioners. Now manufacturers of gasoline-powered equipment may benefit from this experience applied to Lauson-Power Products engines. Put this technical superiority to work for you when you plan to purchase gasoline engines.

Tecumseh "Firsts" in Engines

Tecumseh pioneers remarkable improvements such as the first "wind-up" starter, the first polyurethane air cleaner, the first—as standard equipment—flyball mechanical governor . . . among many other innovations. These are just a few of the reasons why more and more mower and garden equipment manufacturers standardize on Tecumseh.

Tecumseh-built engines are nationally advertised in the Saturday Evening Post and Life—among other publications—to build greater consumer acceptance. That's why more retailers specify Tecumseh engines on the equipment they handle. It's just good business.



Home Office: Tecumseh, Michigan • Engine Plants in Grafton and New Holstein, Wisconsin

Tecumseh is also the world's largest manufacturer of compressors for the air-conditioning and refrigeration industry

NEW IDEAS MAKE THE DIFFERENCE IN RONSON PRODUCTS



Another first from Ronson!

New! **Lady Ronson Superbe**. Only lady's shaver with two separate cutting actions—one for legs... one for under-arms. Shaves smoother, closer...with no nicks or scrapes. Comes in glamorous, rich, black velvet gift case with mirror. Shaver available in pink or blue. Suggested retail: \$16.50.

RONSON

One year free service on all Ronson products. 77 national service outlets. Ronson Corp., Woodbridge, N. J.

BRIEFS

Volume of stereo speakers can now be remotely controlled without loss of audio quality with the new Audiotex dual controls. Impedance matching "L" pad circuitry provides constant impedance. Controls will completely turn off volume in the "off" position—extra "on-off" switch is not needed. Controls are rated at 10-w continuous power and 20-w peak. **Price, \$10.50. Audiotex Mfg. Co., 3225 Exposition Place, Los Angeles 18.**

Paco offers an AM-FM tuner kit that is truly realigned, featuring entire AM and FM tuner sections prewired and prealigned. Known as model ST-45 PA, it is entirely prealigned. It can play simulcast stereo, FM separate and AM separate. A multiplex socket on the chassis space is for multiplex adapter. Mounted in a gold and satin black hooded case, with 2-lamp edge-lighted dial and satin gold panel it weighs 22 lbs. **Price, \$99.95. Paco Electronics Co., Inc., 70-31 84th St., Glendale 27, Long Island, N. Y.**

A new stereo amplifier and AM-FM tuner is announced by V-M installation in Voice of Music consoles as well as component hi-fi installations. It contains Armstrong FM and superhet AM circuits as well as AFC; other features are a built-in AM antenna, an auxiliary input, radio output and an AM multiplex stereo jack. Known as the V-M 1405, the tuner is available for \$99.95. **V-M, The Voice of Music, 226 Pipestone St., Benton Harbor, Mich.**

A sturdy recording tape designed to withstand rough treatment, "Scotch" brand No. 311 magnetic tape, is an-

nounced by Minnesota Mining. Featuring a new backing material called Tenzar, it is tear-, stretch- and moisture-resistant. **Prices, \$2.40 for 600 ft. on 5-in. reels; \$3.75 for 1200 ft. on 7-in. reels. Minnesota Mining and Mfg. Co., 900 Bush Ave., St. Paul 6, Minn.**

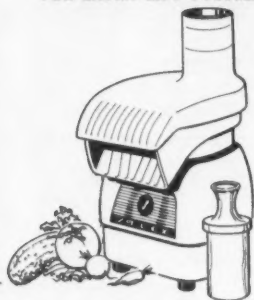
A compact, portable power plant for those who need reserve power is announced by Generator Supply of Minneapolis. Consisting of a 1200-w, 60-cycle ac 115-v generator mounted with a 3 hp B&S 4-cycle engine on a 14-gauge steel platform. The platform has 2 semi-pneumatic 8-in. wheels for easy transport. The engine lifts off base without tools for special jobs; equipped with 15-amp overload fuse and duplex receptacle for 110-v outlet. Engine has full throttle control, oil-bath air cleaner, recoil starter and a 90-day guarantee. **Price, \$129.95 fob. Generator Supply, Box 5106, Minneapolis 6, Minn.**

B & K introduces a "Pony" rechargeable battery and plug-in charger for transistor radio operation. Designed to give over 100 times more playing hours than regular dry batteries, it is directly interchangeable with miniature 9-v batteries used in transistor radios and is good for thousands of hours of life. **B & K Mfg. Co., 1801 W. Belle Plaine Ave., Chicago 13.**



**THIS BRAND
OPENS
NEW FRONTIERS
FOR PROFIT!**

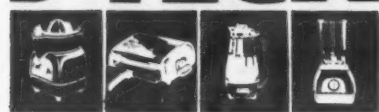
**ELECTRIC SLICER-SHREDDER
FOR EXTRA GIFT VOLUME**



Here's an extra-volume item you can use for extra gift-day profits all year long! Prepares foods electrically for every-meal use. Easily interchangeable cutting discs slice, shred, chop and grate fruits, vegetables, bread, cheese, nuts—even flake ice! Model 2750. Retail \$29.95

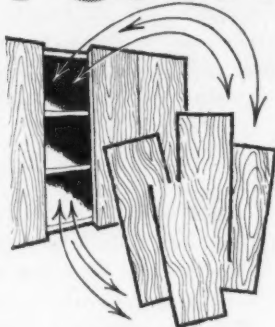
specialize in profits with
Silex appliance specialties

SILEX



The Proctor-Silex Corporation
Philadelphia—Chicago—Canada

**YOU
ASKED
FOR IT**



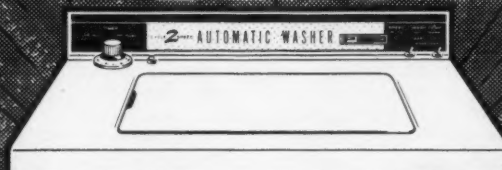
Kitchen Orders That
Are Filled On Time

How often have you waited weeks for a kitchen delivery because they're out of the style you ordered? That can't happen with a Youngstown 'Woodcharm' Kitchen. Due to Uni-Cabinet construction, snap-on doors and sink fronts in all 'Woodcharm' finishes are easy to store...and stock. Make sure of prompt kitchen delivery. Ask your Distributor about our Qualified Dealer requirements or write Youngstown Kitchens, Warren, Ohio, because...

You get what you asked for
when you become a
**YOUNGSTOWN
KITCHENS
QUALIFIED DEALER**

AMERICAN Standard

**NEW
FROM PHILCO
BENDIX**



**2 speed
2 cycle**

Seven-sheet "Automagic" washer

PRICED TO SELL

\$188⁸⁸
AT **WITH TRADE**

GET THE DEAL FROM YOUR DISTRIBUTOR TODAY!

- ✓ High-capacity washing action, washes 7 sheets at once!
- ✓ Automatic detergent dispenser plus lint filter!
- ✓ Patented ball-point balance, you can't overload it!
- ✓ Most trouble-free washer made, no transmission to wear out!



HOMKO ROTARY TILLER NO. 5300



HOMKO LAWNMOBILE NO. 1245

HOMKO 1960 Garden Tool Line

Included in the 1960 line of Homko lawn equipment is a 21-in. self-propelled rotary tiller No. 5300; 2 fold-away lawnsweepers (20-in. and 28-in.), a power sweeper, No. 5365; a riding rotary mower Lawnmobile No. 1245; and a 6-speed self-propelled rotary No. 1227.

Rotary Tiller is powered by a 3 hp, 4-cycle engine which can be used to break ground, cultivate, weed, furrow and in winter plow snow.

Fold-Away Lawnsweepers, a 20-in. size and a 28-in., Nos. 5415 and 5455, respectively take 4- and 8-bu.; all-steel frame has heavy duty 10-oz. canvas basket; top brush cover is designed to throw debris into basket regardless of height or brush setting.

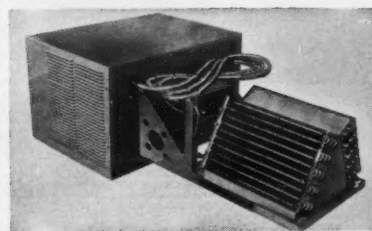
Power sweeper No. 5365 has a 28-in. sweeping width and 8-bu. capacity; sweeps and loads at the same time; driven by a 2 hp 4-cycle engine, when engine has accelerated to approximately 1800 rpm the clutch engages automatically and sweeper moves forward by itself.

Lawnmobile No. 1245, a riding rotary mower features Planitor drive which gives speed range capable of

handling any moving situation; operator may choose any speed from a crawl to 4½ mph. There is no gear-shift nor recoil starter; an "Instant Spin-Start" enables operator to activate engine by winding a lever; other features include quick cutting height adjustment; 4½ hp, 4-cycle gas engine.

Thunderbird No. 1227, self-propelled 22-in. rotary has Planitor drive; 6 speeds; simplified "instant spin-start"; 10-cut adjustment lever; **Western Tool & Stamping Co., 2725 2nd Ave., Des Moines 13.**

HOMKO FOLD-AWAY LAWSWEEPER



FEDDERS Remote Air Conditioner

A low cost factory charged remote air conditioner with an outdoor section that can be installed through a wall is part of a complete line of remote models introduced by Fedders. The firm has also entered the warm air heating business with 11 gas and 9 oil-fired furnaces.

Highlight of the Golden Era remote

line is the 2-hp Flex-Hermetic model that is completely charged and tested at the factory. Features include an 18-ft. length of flexible armor-covered tubing that permits evaporator coil to be installed to 18 ft. away.

Other remote models, more standard in design, are available in 2, 3, 4 and 5 hp, 24,000 to 60,000-Btu capacities. There are outdoor compressor sections, evaporator blower sections, "A" and "H" coil evaporators for each capacity in the series. Flex-Hermetic unit with 22,000 Btus is easy to install: Flexible armored tubing connects "A" coil evaporator to the compressor section; evaporator is secured to outdoor section, and tubing is coiled; after compressor section is installed the "A" coil is carried to furnace as tubing unwinds. Flex-Fit frames are optional. **Fedders Corp., 58-01 Grand Ave., Maspeth 78, N. Y.**

NATIONAL Disposers

Two "Power Series" food waste disposers are announced by National. "Citation" 744-P and "Supreme" 644-P are designed to give greater grinding power, ease of operation, reduced sound factors.

Features include ½-hp capacitor start motors; newly styled Acusti-Shell; triple sound barrier to deaden grinding noises; power surge reverse switch allows housewife to rock the flywheel free of a jam with full power of motor. Lok-top cover control in "Citation" cover can be positioned for 'grind,' 'seal,' or 'drain'; "Supreme" is a continuous feed model; Lazy Suzan rack attached to bottom of both models has specially formed spring steel holding sections for bottles, cans, sponges, rags, brushes keeping undersink area clean. **Nation-**



al Disposers, 920 Lafayette Rd., Medina, Ohio



SWING-A-WAY AUTOMATIC-ELECTRIC

CAN OPENER and KNIFE SHARPENER starts at the touch of a finger, and turns itself off automatically when lid is cut out. Opens all standard cans . . . leaves a safe, smooth edge. Powerful, ceramic magnet picks up the cut-out lid. Full-size electric knife sharpener included. And it's portable. Handsome cabinet in choice of colors, with chrome and gold trim. **\$27.95**

SWING-A-WAY MANUFACTURING COMPANY • ST. LOUIS 16, MISSOURI

MONITOR

The "Hot" Appliance Line...



for the Zooming "Compact" Market

The "Compact" trend is the big thing today . . . and the big name in compact appliances is MONITOR! MONITOR appliances are well established through long service and available NOW for you to sell the fast-growing, wide-open "compact" market.

MONITOR appliances do not compete with major-brand, full-size equipment lines! The MONITOR line is backed by national advertising and promotion.

WASHERS, DRYERS, SPIN-DRYERS,
WASHER-SPINNERS, RANGES

List from **\$39⁹⁵**

REFRIGERATORS—FREEZERS
Compressor and Absorption types
110 V, AC-DC, and Marine (12 V)

List from **\$99⁹⁵**

MARKETS UNLIMITED

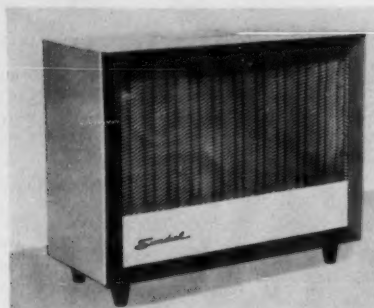
Mobile Homes—Apartments—Cottages—Motels—Boats—Offices
—Schools—Churches. Second Washer or Refrigerator, etc. This market reaches into the high and low income bracket as well as the young and elderly.

SOME PROTECTED DEALER AND DISTRIBUTOR FRANCHISES OPEN
Call, wire or write for full information—

MONITOR EQUIPMENT CORPORATION

640 West 249th Street, New York 71 Kingsbridge 3-5400





SUNDIAL Portable Heaters

Sundial has added a portable heater to its line; new features include a newly developed safety device to shut off current if air flow is blocked for any reason in front of diffusion grill, preventing possibility of damage to rugs, draperies, wiring on heater; also

turns heater off if it is tipped over. Heater surface remains cool regardless of operating time; thermostat in flip-out handle keeps it out of reach of children; sentinel safety light illuminates front of unit decreasing possibility of tripping over heater in dark.

Comfort features include thermostat placed to react to temperature of room rather than within unit; new fan design for quiet operation; warm air is released in even constant flow causing no undesirable drafts.

A fan-forced heater, enclosed in all-metal decorator case, in neutral colors have been selected to go with any room; 2 models: Vega-150A; Vega-150B, deluxe model, with ozone lamp for air purification.

Prices, 150A, \$29.95; 150B, \$39.95. Sundial Electric Corp., 130-15 89th Rd., Richmond Hill 18, N. Y.

SPAULDING Dishwasher

Spaulding's "Hydromatic" non-electric dishwasher operates on water power only; weighs less than 15 lbs; measuring 19x21½x15 in. and easily movable, it fits on the countertop. Washes and dries up to 24 dishes, 16 pieces silver. Plastisol covered rack holds dishes in place; separate compartment for silver; no installation required; can be attached to any faucet—a turn of faucet sends a forced multi-spray mixture of water and detergents against dishes, followed by clear water rinse; dishes are air-dried in rack without removing; "air-flow" action creates slotted side vents for hygienic drying; takes 6 to 8 min. for wash and rinse cycles; white, turquoise, yellow, or pink.

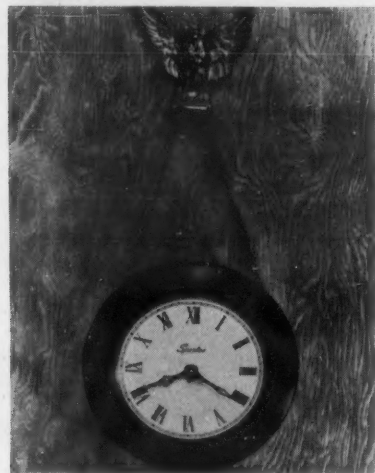
Price, \$49.95. Spaulding Industries, Inc., 3520 N. Spaulding Ave., Chicago.



MOULINEX Juicer

This citrus fruit juicer has 3 separate heads, each designed to extract maximum juice from fruit; removable strainer and tray; comes in green, yellow or red; weighs 4 lbs. Price, \$14.95. Varco, Inc., 91 Broadway, Jersey City 6, N. J.

BRIEFS



"The Pilgrim," attractive electric clock priced at \$7.95, has easy-to-read roman numeral dial, maple case, antique design suitable for any room using a Colonial or French Provincial motif. A golden eagle and chain suspends the clock. Spartus Corp., 2110 W. Walnut St., Chicago.

A new shadowgraph machine, the Comparator, that shows phono needle wear dramatically is introduced by Fidelitone to help dealers increase needle sales; the flick of a switch projects a magnified image of needle on small screen showing at a glance if needle shows enough wear to warrant replacement. Fidelitone Inc., 6415 N. Ravenswood Ave., Chicago 24.

The Selachron time indicator, compact electronic time meter with no moving parts, is designed for direct wiring into devices for straight scale reading of total operation time; suitable for measuring phono styli wear-timer; timing replacement of vacuum and radar tube in electronic equipment, bearings, pumps; available for devices operating on 6-, 12-, 115-volt ac or dc and total elapsed time reading of 100, 500, 1,000 and 10,000 hrs. Price, \$3.95 with instructions. Sela Electronics Co., 545 West End Ave., New York 24.



TOASTMASTER gives you more to talk about, more to sell!

APPLIANCES

"STAR-MIX" 2-SPEED BLENDER
A. Model 10A1 \$34.95*

RADIANT "INSTANT" HEATER
B. Model 9C2 \$14.95*

AUTOMATIC "INSTANT" HEATERS
C. Compact Model 9B1 \$19.95*
D. De Luxe Model 9A2 \$29.95*

FULLY IMMERSIBLE FRY PANS
E. Model 8C1 (stainless) \$22.95*
F. Model 8D1 (aluminum) \$14.95*
(Control & Covers extra)

DE LUXE ALUMINUM FRY PANS
with built-in thermostat
G. Model 8A1 (11") \$19.95*
H. Model 8B1 (12") \$24.95*
(Fry Pan covers extra)

3-SLICE TOASTERS
J. Model 1C4 Powermatic \$34.95*
K. Model 1C5 Automatic \$29.95*

CUP-A-MINUTE COFFEE MAKER
L. Model 5D1 \$29.95*

GRILL AND WAFFLE BAKER
M. Model 2D3 \$34.95*
N. Model 2D2 (Baker only) \$21.95*

STEAM AND DRY IRON
P. Model 4B2 \$17.95*

"FEATHERWEIGHT" IRON
R. Model 4A4 \$11.95*

2-SLICE TOASTERS
S. Model 1B24 Automatic \$21.00*
T. Model 1B21 Automatic \$17.95*
U. Model 1B16 Powermatic \$29.95*

HOME HAIR CUTTING SETS
V. 6 Piece Set (13A1-6S) \$10.95*
W. 12-Pc. Set (13A1-12S) \$17.95*
9-Pc. Set (13A1-9S not shown) \$12.95*

Build more profits into your electric housewares department by selling the complete Toastmaster line. There may be one or two popular products in any complete line which are too competitively priced in your area for adequate profit. By handling the complete Toastmaster line you can SELL UP ... or suggest other Toastmaster appliances not so competitively priced ... with greater profit for you.

Remind your customers—"Toastmaster quality is remembered long after the price tag is forgotten." Toastmaster appliances STAY SOLD. Sell the complete Toastmaster line. Build your profit! Call your distributor now!

Here's how to build sales and profits with the complete TOASTMASTER Quality Line

*Manufacturer's suggested list price

Kelvinator Quiz Entrants Know Answers Beforehand

They're supposed to. In Kelvinator's "Big Plus Telephone Quiz," consumers who filled in entry blanks at their local dealerships might get a call between May 2 and June 27, asking them what's the "big plus" feature on one of 10 Kelvinator appliances. (The consumer chooses the one, looks on his entry stub, reads off the "plus.") Correct "answers" net one of 120 appliance prizes. Jackpot prize of four appliances or \$1,000 in cash goes to the consumer who, when called a second time, can name a second "big plus." There also are four grand prizes: 1960 Foodaramas. Dealers can win too. If one of their customers wins, dealers get \$50 to \$200 in bonds.

How Much Can One Push Move?

Chrysler Airtemp thinks it has the answer for its current nine-week "Spring Slugfest."

We expect our distributors to sell from \$25 million to \$35 million worth of air conditioning units," Joe Ogden, vice president of sales, said.

First-day results of the push are pretty impressive. The score, after a 10-hour effort by 17 Chrysler Airtemp district managers: \$10 million-plus in distributor orders. A record—beating the division's previous sales total for a single day by almost \$7 million.

To rack up the record, the men put in more than 450 long distance telephone calls from their "dug-

outs." And dugouts they were. Offices were done up baseball style. And the managers donned baseball uniform shirts and caps.

The baseball theme extends through the whole promotion. Two contests have been set up—one for room air-conditioning distributors and one for packaged heating and cooling.

In each contest, there are two leagues, with teams. And after three two-week "seasons" there'll be a "world series." Prizes will be on a team basis.

Last week, for instance, wives of distributors on the winning team in each of the four leagues received diamond solitaires or cultured pearl necklaces.

MANUFACTURERS' PROMOTIONS

Youngstown Kitchens has a new award, set up to go along with its qualified dealer program. It's the "Culinary Award," a plaque that Youngstown Kitchens dealers can use for local publicity or public relations. They may select anyone they'd like to receive the award. But, according to Harry F. Howell, vice president of marketing, the recipient must have some connection with the kitchen and the art of cooking.

"Gold Tag Value Days," a national first-quarter push by the consumer products division of Hoffman Electronics Corp., worked so well the company is increasing the number of its special campaigns in 1960. Hoffman had previously planned a promotion each quarter. The new plans will boost the division's advertising budget to more than \$1 million.

KitchenAid portable hand mixers will be given free to customers purchasing KitchenAid portable dishwashers during a three-week Mother's Day promotion. Dates for the deal: April 15 to May 8. Cost of the mixer will be shared by KitchenAid and distributor.

"Treasure Hunt" prize winners for the third month of Raytheon Co.'s contest for industrial salesmen of Raytheon electronic parts distributors have been announced. The men are: first, Frederick Wolfard, Elmar Electronics, Oakland, Calif.; second, Walter Ducharme, Demembro Radio Supply Co., Boston; third, Paul Stone, Stack Electronic Supply Co., Inc., Binghamton, N.Y. Their prizes: U.S. Savings Bonds.

Westinghouse is beating the drum long and loud for its center drawer refrigerator. Called "the most intensive advertising campaign for a single product in our history," the magazine-newspaper-TV drive started the first of April, will last on into July.

Two appliance specials have the spotlight in a Dominion Electric Corp. second quarter promotion: A 4-10 cup coffeemaker (Model 1603) and a steam and dry iron (Model 1080). Both appliances carry the company's new one-year "over the counter" replacement warranty.

Marathon telephone sales blitz in mid-March moved 12,642 vacuum cleaners in 12 hours at Whirlpool Corp. Sales goal for the promotion: 5,000 units. But of the 75 participating RCA Whirlpool distributors, 58 of them met or exceeded the quotas set up for their markets. And the results added up to what Gene Neff, sales manager, specialty products division, believes is the largest sales figure ever recorded by a single firm in a single day in the history of the vacuum cleaner industry.

Hotpoint has a home laundry sales campaign with a "springtime" twist going. Stars of the show: A new matched washer and dryer, both pushbutton automatics. Besides setting dealers up with sales kits and display items, Hotpoint is offering them—at nominal cost—a Northrup King plant starter kit, to pass out to customers who watch "no obligation" demos.

The TOASTMASTER Stainless Steel Fry Pan



COMPLETELY IMMERSIBLE

Wonderfully easy to clean. Gleaming stainless steel finish stays new-looking . . . never pits or corrodes. Full family size—95-oz. capacity.

| | |
|---|----------------------|
| In stainless steel model 8C1 | \$22 ⁹⁵ * |
| In Aluminum model 8D1 | \$14 ⁹⁵ * |
| Removable heat control model 12A1 | \$7 ⁹⁵ * |
| Stainless steel cover | \$6 ⁵⁰ * |
| Aluminum cover | \$4 ⁵⁰ * |

HANDLE SECURELY ATTACHED TO BODY. Not merely riveted on, but attached with expensive half-inch connection—prevents turning; cannot become loose.

PISTOL-GRIP HANDLE Designed for maximum user comfort. Equipped with non-rusting stainless steel shield.

AUTOMATIC SIGNAL LIGHT Turns on to signal when fry pan has reached the exact cooking temperature selected.

BUILT-IN COOKING GUIDE Conveniently located on handle directly above control dial, for easy reference.

VENTED MATCHING COVER Made of easy-to-clean stainless steel.

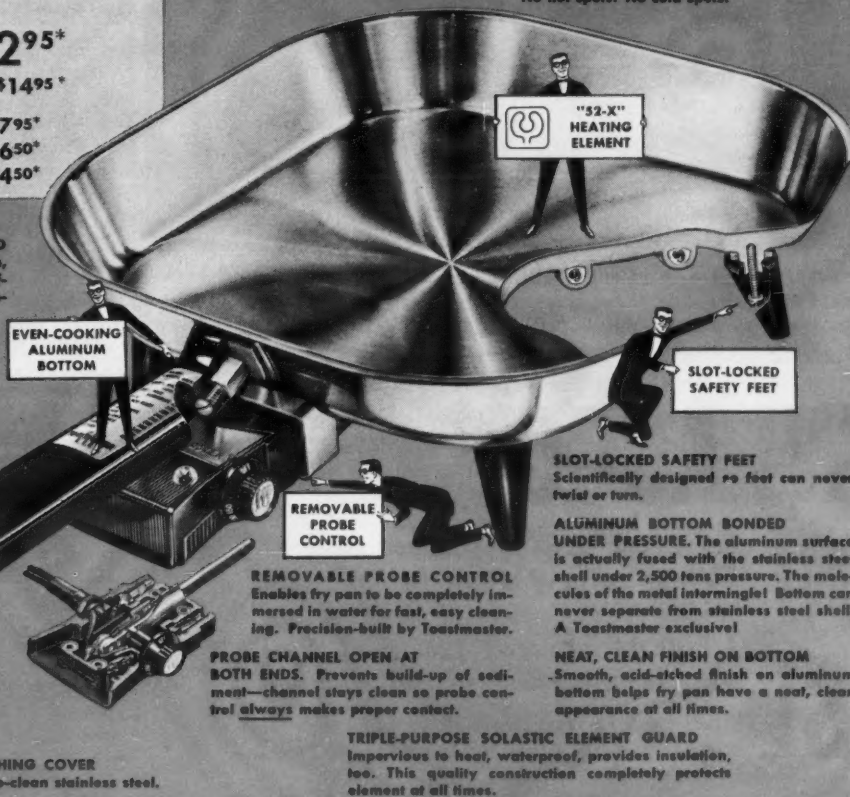
FIRST OF ITS KIND! SQUARE-SHAPED, CONTROLLED-HEAT FRY PAN, MADE OF EASY-TO-CLEAN STAINLESS STEEL, FUSED FOREVER TO EVEN-COOKING ALUMINUM

Know the features that make the sales . . . and you'll close more sales at better profit! Let's look at the way this beautiful Toastmaster Stainless Steel Fry Pan is made! It has exclusive features, convenience features, quality features . . . all helping you sell!

HOUSEWIVES LOVE "GLEAM OF STAINLESS STEEL." Always attractive. Stainless steel inside and aluminum bottom beautifully finished . . . fry pan is a lovely serving piece as well as a kitchen utensil.

ALUMINUM BOTTOM FOR BETTER HEAT DISPERSAL. Adds the highly desirable even-cooking properties of aluminum to the fry pan without adding excess weight. Foods won't stick to bottom of pan.

EXTRA-LONG "52-X" HEATING ELEMENT The extra length spreads heat uniformly over entire bottom of fry pan. No hot spots. No cold spots.



SLOT-LOCKED SAFETY FEET Scientifically designed so feet can never twist or turn.

ALUMINUM BOTTOM BONDED UNDER PRESSURE. The aluminum surface is actually fused with the stainless steel shell under 2,500 tons pressure. The molecules of the metal intermingled! Bottom can never separate from stainless steel shell. A Toastmaster exclusive!

NEAT, CLEAN FINISH ON BOTTOM Smooth, acid-etched finish on aluminum bottom helps fry pan have a neat, clean appearance at all times.

REMOVABLE PROBE CONTROL Enables fry pan to be completely immersed in water for fast, easy cleaning. Precision-built by Toastmaster.

PROBE CHANNEL OPEN AT BOTH ENDS. Prevents build-up of sediment—channel stays clean so probe control always makes proper contact.

TRIPLE-PURPOSE SOLASTIC ELEMENT GUARD Impervious to heat, waterproof, provides insulation, too. This quality construction completely protects element at all times.

MR. APPLIANCE DEALER:

Use Toastmaster appliances to build your store traffic. Use Toastmaster Quality Features to sell your prospects UP easily and quickly. You'll upgrade overall electric housewares profits. You'll identify your store as a complete appliance headquarters. And most important, you'll gain more satisfied customers WHO REGARD YOU AS AN EXPERT—extra customers who'll return to you for their major-appliance purchases tomorrow!

Use this ad to train your salespeople.

For extra copies, write direct to Dept. EM-40

TOASTMASTER®
First in Electric Housewares

"TOASTMASTER" is a registered trademark of McGraw-Edison Company, Elgin, Ill., and Oakville, Ont. © 1960

TOASTMASTER DIVISION
MCGRAW-EDISON COMPANY



Something New On the Skyline

By the middle of next year, Long Beach, Calif., will have a new 10-story office building with some of the most modern electrical features available. And with good reason.

The building (drawing at right) will be the home of Southern California Edison, the area's utility company.

Besides high-intensity lighting, the building will have complete climate control through the use of an electric heat system. And there will be an 150-seat Electric Living Center with specially controlled lighting and display of major appliances.



UTILITY NEWS

Seattle City Light sold more than 250 post lamps during the first 10 days of a special introductory offer to promote better walkway and yard lighting.

The offer allowed a customer to buy a new photoelectric cell-controlled post lamp fixture for \$15 and have it installed within 35 feet of his house for another \$50. Two types of lamps were available. Either one includes a weather-proof outlet which can be used for connecting outdoor appliances.

Undiminished growth in the use of electric energy by householders of the Pacific Northwest for the next 10 years is the forecast in the 1959-1969 advance program of the Bonneville Power Administration. The forecast predicts that average domestic consumption in the area will rise from 8500 Kwh of 1958 to 14,000 Kwh in 1969.

"The region's low power rates will encourage the use of appliances which still have low market saturation such as clothes dryers and air conditioners," the report says. "Electric heat, which requires annually from 12,000 to 18,000 kilowatt-hours per home depending on the climate, is becoming increasingly popular."

The report forecasts that the region's domestic load will leap from its 1958 figure of 11½ billion Kwh to 23 billion Kwh in 1969.

Sales jumped in the first two months this year for major appliance dealers in the 32-county area of Pennsylvania serviced by the Pennsylvania Electric Co. The company reported these retail gains: clothes dryers (3%); dishwashers (29%); food freezers (15%); combination refrigerator-freezers (26%); conventional washers (3%). Decreases were reported in water heater sales (5%); standard refrigerators (13%); television sets (5%).

The Nashville Electric Service reported that Nashville dealers sold 7% more major appliances in January than they did in the same period a year ago. This year's total: 2,063 units; last year's: 1,930. The breakdown: 569 ranges in 1960 compared to 522 in January, 1959; water heaters, 468 to 442; refrigerators, 564 to 456; freezers 167 to 152; dryers, 295 to 358.

The Columbus & Southern Ohio Electric Co. took a page from the past to call attention to the retail values of today's electric ranges. In a three-page ad, the company reproduced a wood-coal burning stove as the "Housewife's Friend—durable and cheap . . . a positive success . . . improved . . . up-to-date . . . tested by thousands!

Manufactured in the early 1900's by the D. Gallagher Stove & Foundry Works of Cornucopia, Pa., it was praised as the "ultimate in stove design, coupled with unusual beauty and efficiency" with a "new patented grate" that saves fuel and trouble.

At the bottom of this tongue-in-cheek ad, the electric company asked readers of the "Dispatch" to turn the page and "select your modern electric range" from 11 national brands. Pictured were models of Admiral, Frigidaire, General Electric, Gibson, Hotpoint, Kelvinator, Norge, Philco, Tappan, Westinghouse and Whirlpool ranges.

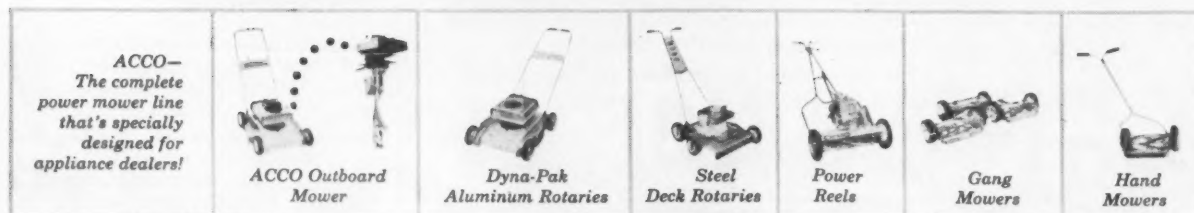


NATIONAL TV EXPOSURE! Your potential customers will be seeing ACCO's DYNA-PAC Deluxe Rotaries on NBC-TV's "The Price is Right" Show throughout the month of April—right at the time when it'll do

you the most good! Be sure you take full advantage of this added sales opportunity. Check now to see that you have a full stock of the full line of ACCO Power Mowers . . . and display them prominently!

NOW! ACCO GIVES YOU ALL THIS!

Remember—ACCO gives you national TV exposure / Plus full-margin prices / Plus selective distribution / Plus guaranteed quality / Plus award-winning designs / Plus nationwide service / Plus a single source of supply for all types of mowers!



ACCO POWER PRODUCTS DIVISION • AMERICAN CHAIN & CABLE COMPANY, INC.
Exeter, Pa., Bridgeport, Conn. Export Dept.: 230 Park Avenue, New York, N.Y., U.S.A.

CAN YOU USE?

Technical Appliance Corp.'s multi-color banner carrying a TACO TV antenna sales message. The banner, 27x45 in., is designed to call attention to the importance of antennas in providing good reception. A supporting crossarm with braided gold hanger rope is supposed to permit easy display in windows or on the wall. For information write Technical Appliance Corp., Sherburne, N.Y.



ADMIRAL has had this seven-color point-of-purchase display produced for merchandising its new seven transistor vest-pocket radio. The gloved hand holds an actual radio.

RCA Victor's 112-page catalog of closed-circuit television equipment for industry. Described as the first complete listing of its kind, the catalog covers such TV equipment as cameras, housing, lenses, moni-

tors, switches, microwave equipment and TV tape recorders. To obtain, write on company letterhead to Radio Corp. of America, ITV Dept. 759, Building 15-1, Camden 2, N.J.

Schick, Inc.'s electric shaving needs display with self-service shelves. It's combined with a stock cabinet for Schick electric razor parts. Retailers can have display free with orders for combination offers of Schick preparations and parts.

Electrical Information Publications, Inc.'s new 52-page catalog containing over 240 listings of electric resistance heating, heat pump and control equipment. The "Electric Heating and Cooling Fact Book" is available at \$1 per copy from Electric Information Publications, Inc., 2132 Fordem Ave., Madison 1, Wis.

The Lau Blower Co.'s four-page folder detailing specifications and prices of the 1960 line of portable household and window fans. Folder is free. Write Fan Division, The Lau Blower Co., 2027 Home Ave., Dayton 7, Ohio.

Dun & Bradstreet's new small business handbook, "Inventories and Business Health" by Roy A. Foulke, company vice president. The booklet illustrates some common problems—and their solutions. To obtain, write Business Publications Div. of Dun & Bradstreet, P.O. Box 803, Church St. Station, New York 8, N.Y.

Channel Master Corp.'s new bulletin on its full line of chimney mounts. Booklet is free. Write Channel Master Corp., Ellenville, N.Y.

NEW FROM **PHILCO BENDIX**

**2 speed
2 cycle**

Seven-sheet "Automagic" washer

PRICED TO SELL

\$188⁸⁸

AT **188⁸⁸** WITH TRADE

GET THE DEAL FROM YOUR DISTRIBUTOR TODAY!

- ✓ High-capacity washing action, washes 7 sheets at once!
- ✓ Automatic detergent dispenser plus lint filter!
- ✓ Patented ball-point balance, you can't overload it!
- ✓ Most trouble-free washer made, no transmission to wear out!

it's a combination heat/massager...it's a hi-heat/lo-heat heating pad...it's an automatic massager...

IT'S THE NEW SARASOTA® FLEXIBLE HEAT/MASSAGER BY CORY

AND IT'S EASY TO SELL. The remarkable new Sarasota flexible heat/massager by Cory is three appliances in one. It can be used as a combination heat pad/massager. It can be used as a heating pad alone, with choice of high heat or low heat. And it can be used as an automatic massager. Most important of all (and here is where you have the real selling edge), it's flexible as velvet. It can be wrapped and strapped around arms, legs, feet or neck to localize its soothing, combination action where it's needed most. And that's a lot to sell in just one appliance.

COMES COMPLETE (WITH BUILT-IN PROFITS!). The new Sarasota Heat-Massager by Cory is packed in an attractive, individual carrying case that weighs in at 5 lbs., 14 oz. Included in this highly salable package is the 17"x13½" vinyl covered heat-massager, a remote control panel of molded polystyrene, a polyvinyl jacketed control cable and a 9 ft. electric cord. The unit is 50/60 cycle, 115 volts, AC only. It retails for a reasonable \$29.95 and it's U.L. Approved. People are sold on heating pads, people are sold on massagers. Now you can demonstrate one that does both and is flexible as well.



CORY FOR GIFTS

ads in Cory's expanded 1960 consumer advertising program are helping Cory dealers to make more money.

It's 3 appliances in 1...and a great gift, too.



CORY®
CORY CORPORATION

3200 W. Peterson, Chicago 45, Illinois
CORY CORP. (Canada) Ltd., Toronto, Ontario

NEW FROM **PHILCO BENDIX**

2 speed
2 cycle

Seven-sheet "Automagic" washer

PRICED TO SELL

\$188⁸⁸ WITH TRADE

AT **188**

GET THE DEAL FROM YOUR DISTRIBUTOR TODAY!

- ✓ High-capacity washing action, washes 7 sheets at once!
- ✓ Automatic detergent dispenser plus lint filter!
- ✓ Patented ball-point balance, you can't overload it!
- ✓ Most trouble-free washer made, no transmission to wear out!

**MORE DEALERS BUY AND READ
ELECTRICAL MERCHANDISING WEEK
THAN ANY OTHER
APPLIANCE PUBLICATION**

EVERY MONDAY THE PROS READ

**ELECTRICAL
MERCHANDISING WEEK**



Outgoing President Gets Fitting Gift

INSCRIBED ELECTRIC CLOCK is presented to George S. Trotter, night manager for G-E's western sales region and former president of the Electrical League of Cleveland. Doing the honors is Phillip B. Leff, president, the H. Leff Electrical Co., and 1960 president of the league.

'We'll Sell 8% More in '60...'

Is the confident prediction of the outgoing Gas Appliance Manufacturers Assn. president.

Speaking for the gas appliance industry, which last year moved 9,100,000 pieces of household equipment, Edward A. Norman said sales volume this year will reach \$2,725,000,000.

"In the next five years we look for new housing, home modernization and equipment replacement to create a situation where the average home will be using at least five major items of gas equipment instead of one, as of a decade ago, or three-plus, as of now," he explained to 500 delegates attending GAMA's 25th annual convention in White Sulphur Springs, W. Va.

Some specific figures Norman predicted for 1960 factory shipments were: ranges, 2,314,200 with free-stands up 6.9% and built-ins up 30.5% from last year; gas boilers, 152,600, up 10.3%; water heaters, 3,154,700, up 4.6%.

New GAMA President

He's Wendell C. Davis, president of the Cribben & Sexton Co., Chicago, a subsidiary of Waste King Corp.

Formerly first vice president of the Gas Appliance Manufacturers Assn., he succeeds Edward A. Norman, president of Norman Products Co., Columbus, Ohio.

Other new officers are: first vice president, William G. Hamilton Jr., president of American Meter Co., Philadelphia; and second vice president, John F. Ray, vice president, sales, General Controls Co., Glendale, Calif.

Re-elected treasurer was Stanley H. Hobson, chairman of the board of the George D. Roper Corp., Rockford, Ill.

And Harold Massey, GAMA managing director, will act as secretary for the group.

The new slate was chosen during GAMA's 25th annual convention at the Greenbrier, White Sulphur Springs, W. Va.

The outgoing GAMA head went on to emphasize that the gas equipment industry will continue its "war on obsolescence in homes, plants and institutions." But, he said, it "has no intention of resorting to forced obsolescence."

Monthly shipment figures so far this year show a spotty sales pattern. There are some big percentage drops from the figures in 1959. But it's too early to say whether these declines will make it necessary to revise—downward—the modest predictions for manufacturers' shipments in 1960.

Here are some totals for the first two months this year. (They are GAMA statistics based on manufacturers' reports, projected to show national estimates.)

Built-in and free-stand ranges, 291,100, a 3.3% decline from the number shipped during the same period in 1959. Gas-fired water heaters, 429,700, down 18.3%. Gas fired boilers and conversion burners, 14,944, up 20.5%.

Kitchen Cabinet Makers Tell of Sales Increases

Steel kitchen cabinet sales in December increased 15% over those in November. And the December figures showed a 29% increase over the previous January, according to the Steel Kitchen Cabinet Manufacturers Assn.

What's more, steel kitchen cabinet industry sales in 1960 should rise 20-25% because of activity in the quality home market, new projects, remodeling, and so forth, predicted M. L. Ondo, vice president, Youngstown Kitchens, and SKCMA president.

Some of the reasons Ondo gave for an "even stronger trend to steel kitchen cabinet units for 1960" are: new kitchen cabinet appearance in all lines; more design innovations; consumer preference for factory-built modular construction; and ease of maintenance.

In the same vein, the Better Kitchens Institute says new design and quality finishes have drawn a "rosy response" from homemakers.

DISTRIBUTOR NEWS

An Audiotex Manufacturing Co. distributor will get a 100% discount during the Electronic Parts Distributors Show in Chicago, May 16-18. It's part of a sales promotion. In early May about 3,000 parts distributors will receive Audiotex golden "show order" seals through the mail. They will affix them to orders for Audiotex products, thus receiving a special 5% discount, plus full freight allowance. The 100% discount, and four other discounts, ranging from 50 to 25%, will be awarded at a drawing May 18.

Graybar Electric Co., Inc., newly appointed Sylvania distributor in Southern California, announced a \$75,000 kickoff campaign for 60 days beginning April 18. A consumer contest, with a first prize of a \$16,000 house; newspaper advertising; radio spots and dealer window painting will spark the sales effort. Retail salesmen can earn tickets to Los Angeles Dodgers baseball games for selling Sylvania products.

DISTRIBUTOR APPOINTMENTS

PILOT RADIO CORP.—As factory sales representative, Stickel-McAllister Co., Los Angeles, for So. California and Arizona.

SHELTON METAL PRODUCTS CORP.—American Surgical Supply and Equipment Co., Bridgeport, Conn., for Connecticut and western Massachusetts.

REGINA CORP.—As sales representatives, Edward H. Grant Co., Worcester, Mass., for Maine, New Hampshire, Vermont, Massachusetts, Rhode Island and Connecticut; W. S. Owen Co., Syracuse, N.Y., for New York State outside of metropolitan New York City, Long Island and Westchester County; Robert S. Corrigan & Co., Bryn Mawr, Pa., for New Jersey south of New Brunswick, Pennsylvania, except Erie and Pittsburgh, Wilmington, Del., and the area of Delaware north of Wilmington; Robert Ingraham Associates, Bethesda, Md., for Delaware south of Wilmington, Maryland, Washington, D.C., and Virginia; Tom Whitson & Associates, Charlotte, N.C., for North and South Carolina; Robert Welsh, Atlanta, Ga., for Alabama and Georgia; Arnold Gernter Associates, North Miami Beach, Fla., for Florida; Hoskins & Lohner Co., Kansas City, Mo., for Iowa, excluding Davenport, Missouri, Kansas and Nebraska; C. F. Roiter Co., Minneapolis, for Minnesota, North Dakota, South Dakota; Crouse Sales Co., Honolulu, for Hawaii.

FAIRCHILD RECORDING EQUIPMENT CORP.—As sales representatives in the Mid-Atlantic area, Wilfred Graham Associates; and in eastern Pennsylvania, Dahl H. Mack.

IRONRITE INC.—King County Ironrite, Inc., Seattle, for Alaska, most of western Washington.



Gibson's Campaign Opens in Washington

TWO DISTRIBUTORS WATCH as Mike Filderman, executive vice president of George's Radio and TV of Washington, D.C., wields the outsize scissors which "cut" the tape across the door of the first carload shipment of Frost Clear refrigerators to the nation's capital. The distributors are, from left, Bern E. and John Hynes of Hynes Brothers, Inc. The hoopla at the freight car preceded a major advertising campaign designed to make Washington the Frost Clear capital of the world this year.

Perfect for Patio Parties



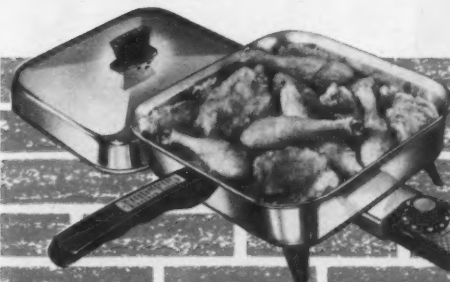
MAKES SUMMER SELLING 'SPECIALLY PROFITABLE

Don't wait 'til the first warm day . . . peak your stocks now with patio party accessories so that you can cash in on the first warm spell of the season! The growing trend toward casual outdoor living offers tremendous opportunities for extra sales. Make this summer your most profitable ever, by promoting these popular West Bend accessories for summer entertaining.



12 to 30 cup

AUTOMATIC FAST-TEK makes delicious full-flavored coffee. Keeps coffee serving hot automatically. Retail, \$24.95



AUTOMATIC FRY PAN complete with cover and heat control. 11" family size. Inexpensive for easy cleaning. Retail \$23.95



BUFFET-PATIO SERVER Genuine buff-white stoneware pot with low heat electric base. Slow-bakes beans, spaghetti or stew. Retail \$7.99 With server, Retail \$10.99



GRIDDLE 'N' SERVER GRIDDLE 'N' SERVER has over 200 square inches of cooking area. Cooks 15 large hamburgers or 6 or 8 steaks. Inexpensive. Retail \$20.95

HEAT CONTROL \$6.00

WEST BEND ALUMINUM CO.

Dept. 184, West Bend, Wisconsin

SEARCHLIGHT SECTION

EQUIPMENT (SURPLUS): :MERCHANDISING
"OPPORTUNITIES"

EMPLOYMENT :BUSINESS

SEARCHLIGHT SECTION is the national medium for announcements of unique interest, spots the big bargains in; Used and Surplus New Equipment; Positions Wanted or Vacant; Selling Opportunities, Offered and Wanted; Purchase or Sale of Business; and miscellaneous announcements of great variety.

There are two styles available in classified advertising:

DISPLAYED—Individual space with border rules for prominent display of your advertisements.

UNDISPLAYED—Which is set in one paragraph, no display. Minimum of 3 lines, based on the use of 5 average words as a line.

RATES ON REQUEST.

PRODUCT MANAGER

Excellent opportunity for Product Manager with expanding Midwest consumer goods manufacturer located outside of Chicago. Brand manager, sales promotion or product development background and experience in communications field necessary. College degree desired. Bonus and other benefits. For personal interview write, giving complete educational background, business experience and salary requirements. All replies in strictest confidence.

P4052 ELECTRICAL MERCHANDISING WEEK
520 N. Michigan Ave., Chicago 11, Ill.

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CIRCULATION MANAGER

PETER HUGHES PRODUCTION MANAGER

MARIE RESTAINO PRODUCTION
ASSISTANT

DISTRICT MANAGERS

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ATLANTA WILLIAM O. CRANK
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JA. 3-6951

CHICAGO DALE R. BAUER
EDWARD J. BRENNAN
520 N. Michigan Avenue, Chicago 11, Ill.
MO. 4-5800

CLEVELAND ROBERT J. SCANNELL
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SU. 1-7000

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RI. 7-5117

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1125 West Sixth, Los Angeles 17, Cal.
HU. 2-5450

SAN FRANCISCO THOMAS H. CARMODY
SCOTT HUBBARD
68 Post Street, San Francisco 4, Cal.
DO. 2-4600

1960 SCHEDULED MEETINGS

| | |
|---------------|--|
| APRIL 18-20 | Merchandise Mart Spring Markets, Chicago |
| APRIL 19 | Electronic Parts & Equip. Mfrs. Meeting, Chicago |
| APRIL 21-22 | NRMA Board of Directors, Hotel Statler, Dallas, Texas |
| APRIL 24-27 | NRMA Sales Promotion Div., Mid-year Convention, Paradise Inn, Phoenix, Arizona |
| APRIL 28-29 | Annual AHLMA Convention, Diplomat Hotel, Hollywood-by-the-Sea, Fla. |
| MAY 10-14 | Appliance Parts Jobbers Assn., Annual Convention, Las Vegas, Nev. |
| MAY 16-18 | Parts Show, Chicago |
| MAY 18-20 | EIA Annual Convention, Chicago |
| MAY 31-JUNE 3 | NRMA 40th Annual Controllers' Congress Convention, Statler-Hilton, Pittsburgh, Pa. |
| JUNE 6 | NRMA Smaller Stores Div., Mid-year Meeting, Hotel Statler, New York |
| JUNE 7-11 | NRMA Smaller Stores Div., 3rd Annual Top Management Seminar, New York University, New York |
| JUNE 20-20 | Summer Markets, Merchandise Mart & Furniture Mart, Chicago |
| JULY 11-14 | National Assn. of Music Merchants, Trade Show & Convention, Palmer House, Chicago |
| JULY 11-15 | National Housewares Mfrs. Assn., 33rd National Exhibit, Convention Hall, Atlantic City, N. J. |
| SEPTEMBER | EIA Fall Conference |
| SEPT. 22 | Eighth Annual AHLMA Industry-Wide Parts and Service Conference, Sheraton Towers Hotel, Chicago |
| OCT. 18-19 | NAMA Board of Directors, Queen Elizabeth Hotel, Montreal, Canada |
| NOV. 3-4 | 14th National Home Laundry Conference, Fairmont Hotel, San Francisco |



Rival

America's First Family
of Fine Electric Housewares

Made in America to American high
standards of quality and performance.

Write for free Catalog

Rival Manufacturing Co., Kansas City 29, Missouri
Rival Manufacturing Co. of Canada, Ltd., Montreal



GET READY!
THE BIG PARADE IS COMING TO YOUR STORE!

BIG Sunbeam **ADVERTISING CAMPAIGN**

Sunbeam Rollmaster

ELECTRIC SHAVER

featuring
exclusive

11° angle scissor-like shaving action!
 Automatic self-adjusting rollers!

It started in
 February
 in newspapers
 all over America.

Network TV commercials
 every week in April,
 May, and June on
 "What's My Line?"
 add the big punch.

Powerful full page
 ads in April, May,
 and June magazines
 will explode sales
 in your store.

Elégance Lady Sunbeam

ELECTRIC SHAVER

featuring
exclusive

"Queen Size" shaving area

NEW!
 *Exclusive **11°**
 Angle
 Scissor-Like
 Shaving Action



Sunbeam Rollmaster
 ...gives Closest, Fastest Shaves

Rollmaster
 ELECTRIC SHAVERS

EXCLUSIVE
 Sunbeam Rollmaster features
 the most advanced self-adjusting rollers
 to keep your skin perfectly close to the
 shaver's head. This means a closer, safer
 shave than any other electric shaver.

BIG ADVERTISING SCHEDULE

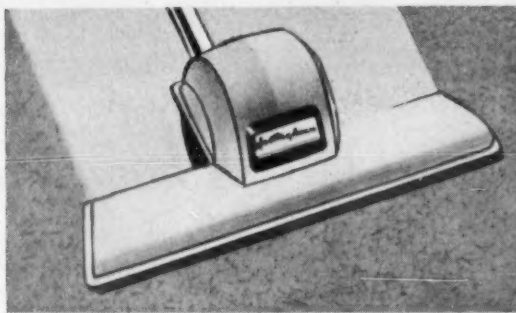
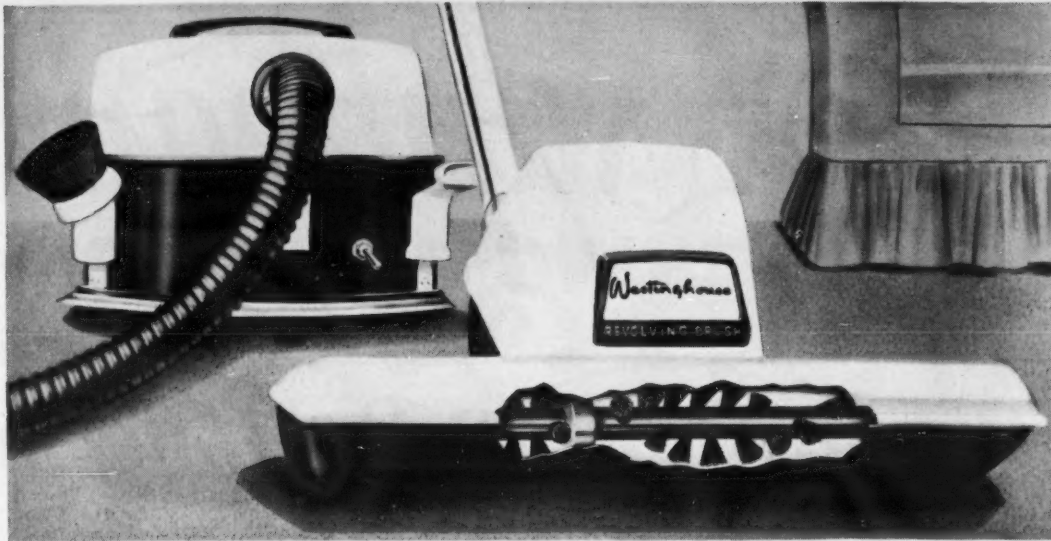
Network TV commercials on
 "What's My Line?" reaching
 millions every week.
 Full page ads in Life, Look,
 Post, Time, True, Wall Street
 Journal.
 Color ads in newspapers
 from coast to coast.

**Biggest Spring
 Campaign ever
 for Sunbeam
 Electric Shavers.**

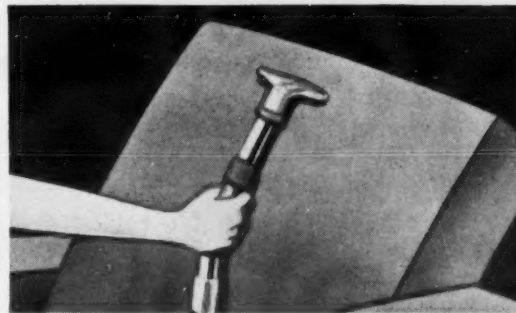
NO WAITING...

YOUR DISTRIBUTOR HAS THEM NOW!

NEW FROM WESTINGHOUSE
TWO VACUUM CLEANERS IN ONE!
AT THE PRICE OF ONE—ONLY \$69.95!



1 UPRIGHT BEATING ACTION!
 Revolving brush, best for rugs, quickly picks up deep-down dirt, lint, and threads!



2 CANISTER CONVENIENCE!
 ...best way to clean furniture, draperies, blinds, and hard-to-reach corners!



MILLION DOLLAR
 MOTHER'S DAY SPECIAL!



Never before opportunity to clean up
 —with the new Westinghouse Spinjet Cleaner! You've got a "never before" product to talk about: a cleaner with upright beating action PLUS canister convenience—really two cleaners in one—at the price of one! You'll have powerful advertising to make selling easy: big color ads in This Week Magazine and in independent Sunday Supplements... local radio spots... TV commercials on the Desilu Playhouse... and a barrage of local dealer newspaper announcements. And you'll have a sensational Spinjet display that's guaranteed to stop traffic in your store. Get your share of Spinjet Vacuum Cleaner action—call your Westinghouse distributor today!

Westinghouse INNOVATIONS in Portable Appliances

FROM WESTINGHOUSE...
**NEW BUFFET STYLED FRY PAN
 MAKES ALL OTHERS OBSOLETE**



TWIN HANDLES replace old-fashioned handle . . . make the Westinghouse Buffet Fry Pan easy to store, carry, and use.

DUNKS COMPLETELY for easy washing. Just remove control unit and immerse entire pan in water.

CARRY IT to the table for serving. It's perfectly balanced for easy handling. Saves time, extra serving dishes, extra work.



MILLION DOLLAR
MOTHER'S DAY SPECIAL!



Never before chance to cook up a profit—with the Westinghouse Buffet Fry Pan! So new and different, it makes all others obsolete. One look at those matched serving handles tells you why this new pan is easier to store, carry, use, and wash. We'll reach every housewife in the country with the good news, via TV commercials on the Desilu Playhouse . . . big color ads in This Week and in independent Sunday Supplements . . . a giant spot radio campaign . . . and powerful local dealer newspaper announcements. Set up the attractive fry pan display in your store, and watch it draw crowds . . . and sales! Don't wait—call your Westinghouse distributor today!

Westinghouse INNOVATIONS in Portable Appliances



IF IT'S SOLID ENGINEERING YOU WANT in your room air conditioner line, take a peek inside Chrysler room units. You'll see the master craftsman's touch in big things—like the extra-powerful compressor. In little things—like the special insulation and cushion mounting that absorb sound like a sponge. In exclusive things—like the Climate-Minder Control that makes the Chrysler Slender the first room air conditioner that thinks! *Want more proof your future lies with Chrysler?* Send for the booklet, "It will pay you to take a long look ahead . . . with Chrysler Airtemp."

Own a Dodge Dart for a Dollar! Your Chrysler Air Conditioner Distributor has the details!

CHRYSLER
AIRTEMP

Airtemp Division, Chrysler Corporation, Dept. P-40A, Dayton 1, Ohio

PEOPLE in the NEWS



L. W. Prestin
of Sunbeam



C. C. Mendler
of Sunbeam



Paul G. Garrity
of LFC



S. M. Fassler
of G-E

Admiral Sales Corp.—John E. Meehan has been appointed advertising manager of the Chicago division. He was formerly with Zenith Radio Corp.

Northern Electric Co.—William D. McCarthy has been named assistant manager of contract sales. He will work with private label customers and for the development of others for the company's electric blankets and heating pads.

Arvin Industries, Inc.—James Addcox has been appointed district sales manager for the company's consumer products division in the Pacific Northwest. He replaced Earl White who has been assigned primary electric heat district sales manager in the Minneapolis area.

General Electric Co.—S. Martin Fassler has been named manager-marketing for the company's television receiver department in Syracuse, N. Y. He was marketing manager for G-E radio receivers at Bridgeport, Conn.

Hoover Co.—Clifford J. Wood has become manager of the marketing department. He has been market research manager for the company for the last four years.

Essick Manufacturing Co.—K. H. Kottick has been promoted to the newly established position of general sales manager of the air cooler division. William Crider takes over as Western divisional sales manager of the air cooler division. And Warner "Bud" Cole has been named eastern cooler division field representative.

Sunbeam Corp.—L. W. Prestin has been named vice president and director of marketing, a new position, effective May 1. He has been president of the subsidiary, Sunbeam Corp. (Canada) Ltd. C. C. Mendler, vice president of the Sunbeam Corp. has been reassigned to head a new sales product development activity, reporting to the president.

Sears, Roebuck and Co.—Top management changes are on the way. At the annual shareowners meeting on May 9, Fowler B. McConnell, chair-

man of the board, will announce his retirement. In a Board of Directors meeting which will immediately follow the shareowners meeting, Charles H. Kellstadt, president of Sears since 1958, will be nominated to succeed him as board chairman. And Crowdus Baker, vice president and comptroller, will be nominated for president. McConnell will stand for re-election to the board of directors.

Other contemplated changes: Arthur M. Wood will become vice president and comptroller; Charles A. Meyer, vice president in charge of the Southwestern territory, succeeding Richard L. Tayloe, who is retiring; John F. Gallagher, vice president in charge of Latin America operations.

Landers, Frary and Clark—Paul G. Garrity has been appointed vice president of marketing. He will be responsible for all company products.

White Products Corp.—Fran R. Goggins, former service manager, has been named market research manager. Vernon J. Hooper has taken over as service manager and Larry Dubois has been appointed service claims manager. The company also has named three new district managers: Jasper Myers, Middle Atlantic District; Harry C. French Jr., western Pennsylvania, West Va., and eastern Ohio; Richard R. Elliott, Ohio, Indiana and Kentucky.

Raytheon—Two district managers have been appointed to southern field posts: John J. Lucy, Carolina district; Robert A. Chalmers, Georgia and Florida.

Tappan Co.—The company has advanced five executives. Robert B. Davis has been appointed assistant general sales manager; David L. Shelley has been named to a new position, product manager in charge of the company's electronic range and its refrigerator; D. Thomas Webster, product manager of the gas range division; David C. Rainey, product manager of the electric range division; Martin V. Wolfe, manager of contract sales, a new executive position.



David Shelley
of Tappan



David Rainey
of Tappan



D. T. Webster
of Tappan



Robert B. Davis
of Tappan

A Quick Check of **BUSINESS TRENDS**

| | LATEST MONTH | Preceding MONTH | YEAR AGO | THE YEAR SO FAR |
|---|--------------|-----------------|----------|--|
| FACTORY SALES appliance-radio-TV index (1957 = 100) | 135 | 127 | 109 | 23.8% up* (Dec. 1959 vs. Dec. 1958) |
| RETAIL SALES total (\$ billions) | 18.1 | 17.4 | 17.4 | 4.0% up (Jan. 1960 vs. Jan. 1959) |
| APPLIANCE-RADIO-TV STORE SALES (\$ millions) | 341 | 333 | 331 | 3.0% up (Jan. 1960 vs. Jan. 1959) |
| CONSUMER DEBT + + owed to appliance-radio-TV dealers (\$ millions) | 289 | 295 | 288 | 0.3% up (Jan. 1960 vs. Jan. 1959) |
| FAILURES of appliance-radio-TV dealers | 32 | 31 | 25 | 28.0% more (Feb. 1960 vs. Feb. 1959) |
| HOUSING STARTS (thousands) | 76.6 | 75.9 | 94.5 | 18.9% less (Feb. 1960 vs. Feb. 1959) |
| AUTO OUTPUT (thousands) | 150.5** | 137.3** | 133.8** | 12.4% up |
| PERSONAL CONSUMPTION EXPENDITURES for furniture-household equipment (\$ billions) | 19.0 + | 18.9 + | 17.8 + | 6.7% up (4th qtr. 1959 vs. 4th qtr. 1958) |
| DISPOSABLE INCOME annual rate (\$ billions) | 340.6 + | 335.1 + | 322.9 + | 5.5% up (4th qtr. 1959 vs. 4th qtr. 1958) |
| CONSUMER SAVINGS annual rate (\$ billions) | 23.6 + | 21.9 + | 27.7 + | 0.4% down (4th qtr. 1959 vs. 4th qtr. 1958) |
| EMPLOYMENT (thousands) | 64,520 | 64,020 | 62,722 | 2.8% up (Feb. 1960 vs. Feb. 1959) |

*New index being used. Federal Reserve Bulletin, Jan. 1960.

**Figures are for the week ending April 2, 1960 and preceding week (revised).

+Figures are for quarters.

++Federal Reserve Bulletin figures (revised).

A Quick Check of **INDUSTRY TRENDS**

An up-to-the-minute tabulation of estimated industry shipments of 16 key products. New figures this week are shown in **bold-face type**.

| | | 1960 (Units) | 1959 (Units) | % Change |
|--|--------------|-----------------|-----------------|-------------|
| DISHWASHERS | Feb. | 46,000 | 39,500 | +16.46 |
| | 2 Mos. | 83,200 | 75,300 | +10.49 |
| DRYERS, Clothes, Electric | Feb. | 69,898 | 69,422 | + .69 |
| | 2 Mos. | 144,075 | 148,015 | - 2.65 |
| Gas | Feb. | 38,469 | 36,852 | + 4.39 |
| | 2 Mos. | 75,895 | 76,479 | - .76 |
| FOOD WASTE DISPOSERS | Feb. | 56,300 | 59,000 | - 4.58 |
| | 2 Mos. | 108,100 | 107,500 | + .56 |
| FREEZERS | Feb. | 97,400 | 90,600 | + 7.51 |
| | 2 Mos. | 150,600 | 169,400 | -11.10 |
| PHONOGRAPHS, Monaural | Jan. | 118,400 | 184,147 | -35.70 |
| Stereo | Jan. | 341,329 | 177,336 | +92.48 |
| RADIOS, Home-Portable-Clock (production) | Week Mar. 25 | 216,982 | 161,449 | +34.40 |
| | 12 Weeks | 2,400,910 | 2,074,126 | +15.76 |
| RADIOS, Automobile (production) | Week Mar. 25 | 126,041 | 97,621 | +29.11 |
| | 12 Weeks | 1,759,283 | 1,259,772 | +39.65 |
| TELEVISION (production) | Week Mar. 25 | 104,233 | 94,398 | +10.44 |
| | 12 Weeks | 1,451,646 | 1,299,222 | +13.48 |
| REFRIGERATORS | Feb. | 302,400 | 306,200 | - 1.24 |
| | 2 Mos. | 569,100 | 562,400 | + 1.19 |
| RANGES, Electric—Standard | Feb. | 83,500 | 86,000 | - 2.91 |
| | 2 Mos. | 150,900 | 165,200 | - 8.66 |
| Built-in | Feb. | 59,700 | 48,600 | +22.48 |
| | 2 Mos. | 105,800 | 90,200 | +17.29 |
| RANGES, Gas—Standard | Feb. | 136,400 | 133,000 | + 2.56 |
| | 2 Mos. | 247,300 | 262,400 | - 5.76 |
| Built-in | Feb. | 22,600 | 19,400 | +16.49 |
| | 2 Mos. | 45,200 | 38,700 | +16.80 |
| VACUUM CLEANERS | Feb. | 294,483 | 271,396 | + 8.51 |
| | 2 Mos. | 552,813 | 513,912 | + 7.57 |
| WASHERS, Automatic & Semi-Auto | Feb. | 222,463 | 228,955 | - 2.84 |
| | 2 Mos. | 425,406 | 452,848 | - 6.06 |
| Wringer & Spinner | Feb. | 61,177 | 68,871 | -11.17 |
| | 2 Mos. | 112,799 | 133,469 | -15.49 |
| WASHER-DRYER COMBINATIONS | Feb. | 16,381 | 20,586 | -20.43 |
| | 2 Mos. | 30,345 | 37,508 | -19.10 |
| WATER HEATERS, Electric (Storage) | Feb. | 60,500 | 75,500 | -19.87 |
| | 2 Mos. | 109,200 | 138,200 | -20.98 |
| WATER HEATERS, Gas (Storage) | Feb. | 213,800 | 259,700 | -17.67 |
| | 2 Mos. | 429,300 | 525,900 | -18.37 |

N. A. Not Available

Sources: NEMA, AHLMA, VCMA, EIA, GAMA.

**IF IT'S ASSISTANCE YOU WANT**

in selling room air conditioners, let a Chrysler Distributor lend you a hand. He's got all the sales tools you need. Like money, for instance (the Chrysler Co-op Plan is one of the best in the industry). And like sales promotion aids (the Chrysler Profit Kit is a dandy). Just order some Chrysler Room Air Conditioners . . . and your Chrysler Distributor will be in there pitching for you. *Want more proof your future lies with Chrysler?* Send for the booklet, "It will pay you to take a long look ahead . . . with Chrysler Airtemp."

Own a Dodge Dart for a Dollar! Your Chrysler Air Conditioner Distributor has the details!



Airtemp Division, Chrysler Corporation, Dept. P-40A, Dayton 1, Ohio

ASSOCIATION NEWS

Presque Isle Chapter, International Organization of Refrigeration Service Engineers Society has been organized in Erie, Pa. Officers are: President, Larry Gilkey; first vice president, Chester Magee; second vice president, Alfred Folmar; treasurer, Andrew Baran; secretary, Robert McFetridge.

Atlanta Electrical Assn. officers for 1960: President, W. H. Sharpe; vice president, Bob Ailey; honorary secretary, Charles Spaduzzi. Directors are retiring president Charles Castleberry, Bob Carroll and W. J. Alexander.

A four week course, running currently under the sponsorship of the San Diego Bureau of Home Appliances, is designed to help dealers "Make Your Business Pay in the Competitive 60's." Dan Turner, the bureau's sales training director, is moderating the program, which includes talks by bankers, credit managers, promotion men, business management experts and accountants. Len Julien, of Harrington's Appliances, is head of the committee that developed the course for appliance dealers.

For the sixth year, sponsors of GAMA's gas equipment manufacturers' program have set up a committee to direct national consumer and gas industry business publication advertising. Chairman of the committee is Edward C. Hemes; vice chairman, Paul C. Kreuch. Members: Charles H. Abbott, C. Benson Dushane Jr. and Donald E. Radcliffe.

FINANCIAL REPORTS

Schick Inc. sales for the year ended Dec. 31, 1959, \$22,345,020, up from 1958's \$18,294,858; net income after taxes, \$136,986, or 11 cents a share, compared with a net loss in 1958 of \$986,870, or 82 cents a share.

The Welbilt Corp. sales for 1959, \$27,933,246, compared with 1958 sales of \$19,306,082; net earnings, \$806,132, compared with \$406,762 in 1958.

Orange and Rockland Utilities Inc. total operating revenues for 1959, \$28,529,374, compared with \$26,307,312; net income \$3,477,928, or \$1.56 a common share after deductions for preferred stock, compared with \$2,909,746, or \$1.29 a share of common, in 1958.

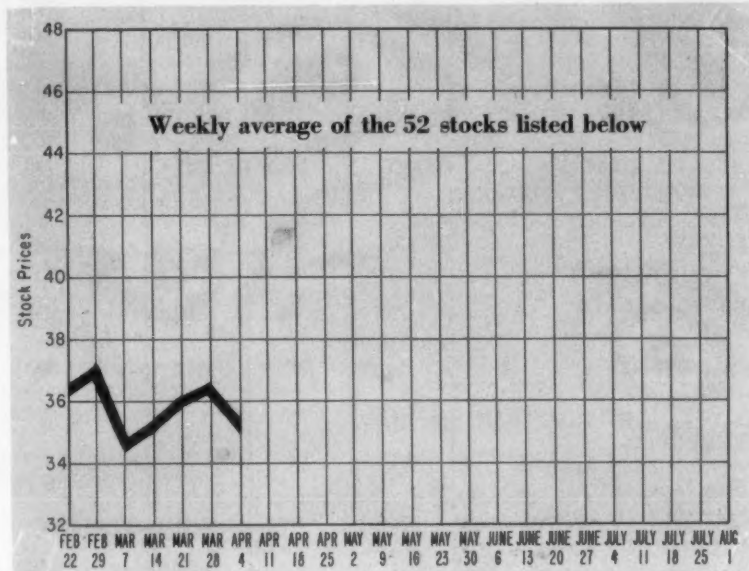
Textron, Inc. Net sales for the year ended Jan. 2, 1960, \$308,201,637, compared with \$244,227,468 the previous year; net income \$16,643,085, or \$3.61 a share of common, compared with \$10,755,865, or \$2.51, the year before.

Fedders Corp. sales for the six months ended Feb. 29, 1960, \$35,979,216, compared with \$23,314,119 a year earlier; net income after taxes, \$2,487,699, or \$1.30 a share, compared with \$1,026,316, or 54 cents a share.

E. J. Korvette, Inc. sales for the 26 weeks ended Jan. 31, 1960, \$82,464,880, up 12.8% over those for the comparable period last year; net earnings, \$1,780,441, or \$1.46 a share. Comparable earnings figures are not available.

TAKING STOCK

A quick look at the way in which the stocks of 52 key firms within the industry behaved during the past week. This unique summary is another exclusive service for readers of EM WEEK.



| STOCKS AND DIVIDENDS IN DOLLARS | 1960 | | CLOSE MAR. 28 | CLOSE APR. 4 | NET CHANGE |
|------------------------------------|---------|---------|------------------|-----------------|---------------|
| | HIGH | LOW | | | |
| NEW YORK EXCHANGE | | | | | |
| Admiral | 23 7/8 | 18 | 20 | 20 7/8 | + 7/8 |
| American Motors 1 | 28 7/8 | 22 1/4 | 25 7/8 | 25 1/4 | - 5/8 |
| Arvin Ind. 1 | 27 1/2 | 21 7/8 | 22 7/8 | 22 7/8 | - |
| Borg Warner 2 | 48 1/2 | 39 3/4 | 40 3/4 | 40 3/8 | - 3/8 |
| Carrier 1.60 | 41 3/4 | 32 1/4 | 35 7/8 | 35 1/8 | - 3/4 |
| CBS 1.40B | 45 | 37 | 38 3/8 | 38 3/8 | - |
| Chrysler 1 | 71 7/8 | 51 1/8 | 53 1/4 | 51 1/4 | - 2 |
| Decca Records IXD | 25 | 17 3/8 | 24 1/8 | 24 1/4 | + 1/8 |
| Emerson Electric 1 | 39 3/4 | 33 | 37 1/2 | 38 3/4 | + 1 1/4 |
| Emerson Radio .50F | 18 3/8 | 13 1/8 | 13 1/2 | 13 3/8 | - 1/8 |
| Fedders 1 | 20 3/8 | 16 7/8 | 18 7/8 | 18 5/8 | - 1/4 |
| General Dy. 2 | 53 3/8 | 42 1/8 | 44 1/8 | 42 1/8 | - 2 |
| General Elec. 2 | 99 7/8 | 84 3/8 | 89 1/8 | 91 3/4 | + 2 5/8 |
| General Motors 2 | 55 7/8 | 43 3/8 | 46 | 45 1/8 | - 7/8 |
| General Tele. 2.20 | 84 3/4 | 70 3/8 | 79 | 78 1/4 | - 3/4 |
| Hoffman Elec. .60 | 27 5/8 | 22 3/4 | 24 5/8 | 24 3/4 | + 1/8 |
| Hupp CP. 3/8F | 13 1/4 | 9 3/4 | 11 5/8 | 11 5/8 | - |
| Magnavox 1 | 39 3/8 | 31 3/4 | 37 1/4 | 39 1/8 | + 1 7/8 |
| Maytag 2A | 44 1/2 | 35 1/4 | 35 3/4 | 37 3/4 | + 2 |
| McGraw-Edison 1.40 | 45 3/4 | 40 | 42 | 42 1/4 | + 1/4 |
| Minn. Mining & Mfg. 1.60 | 186 3/4 | 161 1/4 | 177 | 177 3/4 | + 3/4 |
| Montgomery Ward 2 | 55 3/8 | 43 3/4 | 46 | 44 3/4 | - 1 1/4 |
| Monarch 1.20 | 19 7/8 | 14 | 14 1/2 | 14 | - 1/2 |
| Motor Wheel 1 | 23 1/4 | 16 5/8 | 18 | 17 1/8 | - 7/8 |
| Motorola 1.50 | 177 | 140 | 161 1/2 | 175 | + 13 1/2 |
| Murray CP | 28 1/2 | 24 3/4 | 25 1/4 | 25 1/2 | + 1/4 |
| Philco 1/4G | 37 1/4 | 26 3/8 | 34 3/8 | 34 1/8 | + 3 1/2 |
| R.C.A. 1B | 70 | 59 1/2 | 70 1/4 | 70 3/8 | - 1/8 |
| Raytheon 2.37T | 53 3/8 | 43 3/4 | 43 | 40 1/2 | - 2 1/2 |
| Rheem .60 | 28 7/8 | 19 7/8 | 23 3/4 | 21 1/2 | - 2 1/4 |
| Ronson .60 | 12 | 10 | 10 1/8 | 10 | - 1/8 |
| Roper GD | 21 1/2 | 15 7/8 | 17 | 17 1/4 | + 1/4 |
| Schick | 16 3/4 | 12 1/2 | 12 7/8 | 12 5/8 | - 1/4 |
| Siegler Corp. .10E | 38 7/8 | 29 1/4 | 36 3/8 | 37 3/8 | + 1 |
| Smith A. O. 1.60A | 53 3/8 | 38 3/4 | 43 1/4 | 39 | - 4 1/4 |
| Sunbeam 1.40A | 64 1/2 | 52 1/2 | 58 | 56 | - 2 |
| Welbilt .10G | 7 7/8 | 5 1/2 | 5 3/4 | 5 7/8 | + 1/8 |
| Westinghouse 1.20 | 57 1/4 | 45 1/2 | 50 3/4 | 50 1/8 | - 5/8 |
| Whirlpool 1.40 | 34 7/8 | 27 1/2 | 29 1/4 | 29 5/8 | + 3/8 |
| Zenith 1.60 | 116 | 89 1/8 | 104 1/2 | 108 | + 3 1/2 |
| AMERICAN EXCHANGE | | | | | |
| Casco Pd. .30G | 9 1/4 | 6 3/4 | 7 3/4 | 7 3/4 | - |
| Century Elec. 1/2 | 9 7/8 | 8 3/4 | 9 | 8 3/4 | - 1/4 |
| Du Mont Lab. | 9 7/8 | 6 1/2 | 8 3/8 | 8 1/2 | + 1/8 |
| Herold Rad. | 7 7/8 | 5 1/2 | 5 3/4 | 5 5/8 | - 1/8 |
| Ironrite .20 | 8 1/2 | 6 7/8 | 7 1/2 | 7 | - 1/2 |
| Lamb. Ind. | 6 7/8 | 4 5/8 | 6 | 5 3/4 | - 1/4 |
| Muntz TV | 6 1/2 | 4 3/8 | 5 3/8 | 4 3/4 | - 5/8 |
| National Presto | 12 | 10 3/4 | 12 | 11 | - 1 |
| Silex | 10 1/8 | 2 7/8 | 8 | 8 | - |
| MIDWEST EXCHANGE | | | | | |
| Knapp-Monarch | - | - | 4 7/8 | 4 7/8 | - |
| Travler Radio | - | - | 7 7/8 | 7 1/2 | - 3/8 |
| Webcor | - | - | 10 1/2 | 10 | - 1/2 |

A—Also extra or extras. B—Annual rate plus stock dividend. D—Declared or paid in 1959, plus stock dividend. E—Paid last year. F—Payable in stock during 1959, estimated cash value on ex-dividend or ex-distribution date. G—Declared or paid so far this year. T—Payable in stock during 1958, estimated cash value on ex-dividend or ex-distribution date.

ANALYSIS: Despite a fine showing by many of the electronics stocks EM Week's average for the 52 key stocks suffered a loss of 1 1/4 pts. Philco, registering a gain of 3 1/2 pts., was one of the market's active stocks all week, trading over 53,000 shares on April 4. RCA, with a turnover of 31,100 shares, also contin-

ued the trend in active electronics trading. The big news of the past week was Motorola's jump of 13 1/2 pts. This issue had gained over 20 points in the past two weeks possibly on the strength of its announced expansion plans. Zenith, General Electric and Emerson Electric showed gains.

NEW FROM **PHILCO BENDIX**



**2 speed
2 cycle**

Seven-sheet "Automagic" washer

PRICED TO SELL

\$188⁸⁸

AT **188** WITH TRADE

GET THE DEAL FROM YOUR DISTRIBUTOR TODAY!

- ✓ High-capacity washing action, washes 7 sheets at once!
- ✓ Automatic detergent dispenser plus lint filter!
- ✓ Patented ball-point balance, you can't overload it!
- ✓ Most trouble-free washer made, no transmission to wear out!



I like the canister cleaner best.



It's the upright brush-type for me.

NOW RCA WHIRLPOOL CLEANER OFFERS THE BEST OF BOTH...IN ONE!

DOUBLE SELLING POWER



to help you get more than your share of the 1,000,000 cleaner sales this spring!

The RCA WHIRLPOOL is not just a cleaner, but a full home cleaning system . . . with a canister's penetrating *suction power* plus an upright's electric motor-driven *brush power*! Here, in one lightweight, easy-to-carry unit, is a cleaning appliance that satisfies both preferences. But that's not all! Its nozzle is less than ankle high and glides under low furniture . . . attachments are always close at hand, in a concealed storage compartment . . . canister stands on end for cleaning stairs . . . rolls easily over sills, turns any direction on three large casters . . . stores compactly in closet, under bed, or on shelf. With so much extra selling power, the RCA WHIRLPOOL can help you get more than your share of the 1,000,000 cleaner sales that will be made this spring. Investigate . . . now!

Join up! . . . it's easier to sell RCA WHIRLPOOL than sell against it!

LOOK! IT HAS AN ELECTRIC MOTOR-DRIVEN BRUSH

This cut-away view of rug nozzle shows electric motor-driven brush which sweeps out the deepest rug soil with its vigorous rotary action.



Your family will love our family of home appliances

Whirlpool

Products of WHIRLPOOL CORPORATION St. Joseph, Michigan



*"With the Kelvinator Plus, I always
have something worthwhile
to sell besides price"*

Every Kelvinator dealer knows how valuable the Kelvinator Plus is. It helps him sell quality and value at a profit while so many compete on price alone. What is the Plus? It's not a gadget or gimmick. It's a lot of things . . . things that make Kelvinator appliances more useful, more dependable or more economical to operate than others. Specifically, the Kelvinator Plus is all the things listed below, and many others in addition, that give Kelvinator dealers something worthwhile to sell besides price.



KELVINATOR



IN REFRIGERATORS, the Kelvinator Plus is a "No-Frost" system that costs much less to operate than others, due to simpler design and quality construction . . . it's Fabulous Foodarama, world's finest food-keeper, the only deluxe refrigerator and upright freezer all in one cabinet.

IN FREEZERS, it's safer, more consistent low temperatures to protect the customer's valuable stored food.

IN AUTOMATIC WASHERS, it's Deep Turbulent washing action, plus an exclusive automatic pre-scrubbing cycle, that gets dirtiest clothes sparkling clean, yet is so gentle it won't even tear a paper napkin.

IN DRYERS, it's high air flow coupled with exact selection of the proper heat for fast, safe economical drying of any type of fabric.

IN ELECTRIC RANGES, it's throw-away aluminum oven linings that don't just make oven cleaning easier, but end this drudgery forever.

IN ROOM AIR CONDITIONERS, it's Kelvinator's exclusive combination of Electro-Magnetic Filter and Filtermatic Signal that adds finest air cleaning to finest air cooling by removing harmful dirt, dust and pollen and showing exactly when the filter needs cleaning.

IN DISHWASHERS, it's true multi-cycle dishwashing with automatic soak and pre-rinse cycles.

IN DEHUMIDIFIERS, it's "Furniture-Fashioned" cabinet design that makes it possible for the Kelvinator unit to be used anywhere.

IN ELECTRIC WATER HEATERS, it's a special water diffusion feature that prevents incoming cold water from lowering the temperature of the hot water already in the tank.

IN GARBAGE DISPOSERS, it's "diamond-hard" shredders that grind exceedingly fine, yet outlast those of ordinary disposers.

*These basic useful qualities enable us to constantly remind your customers
"There's a PLUS for you in every appliance made by Kelvinator"*

KELVINATOR DIVISION, AMERICAN MOTORS CORP., DETROIT 32, MICHIGAN

